The Complete Pinterest Ads Guide

Pinterest Business Profile

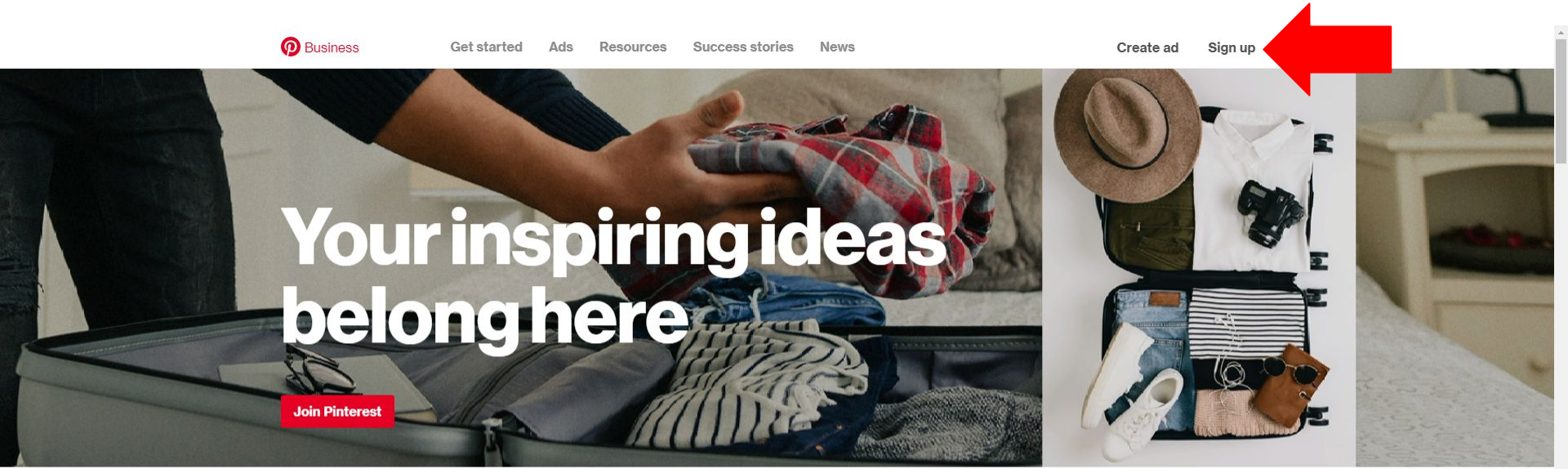
- Pinterest Business Profiles enable you to unlock pro tools like Pinterest Ads and Pinterest Analytics.
- Pinterest Ads should be a key part of every online businesses marketing plan!
- Pinterest users are usually in a mindset of getting inspired and trying new things when they come to Pinterest. With Pinterest Ads you can reach these people when they're planning and making decisions!

How to Create Your Pinterest Business Profile

https://help.pinterest.com/en/business/article/get-a-business-account

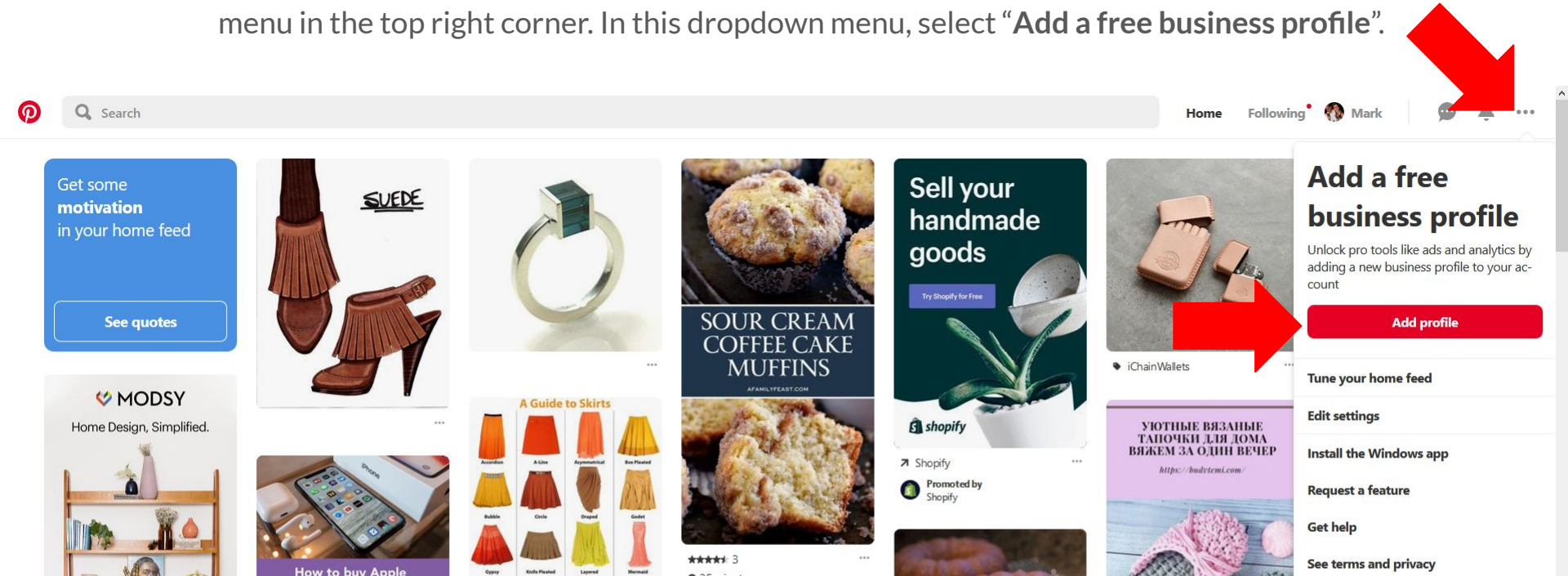
Pinterest Business Profile

➢ New to Pinterest? Create your Pinterest Business Profile at: business.pinterest.com



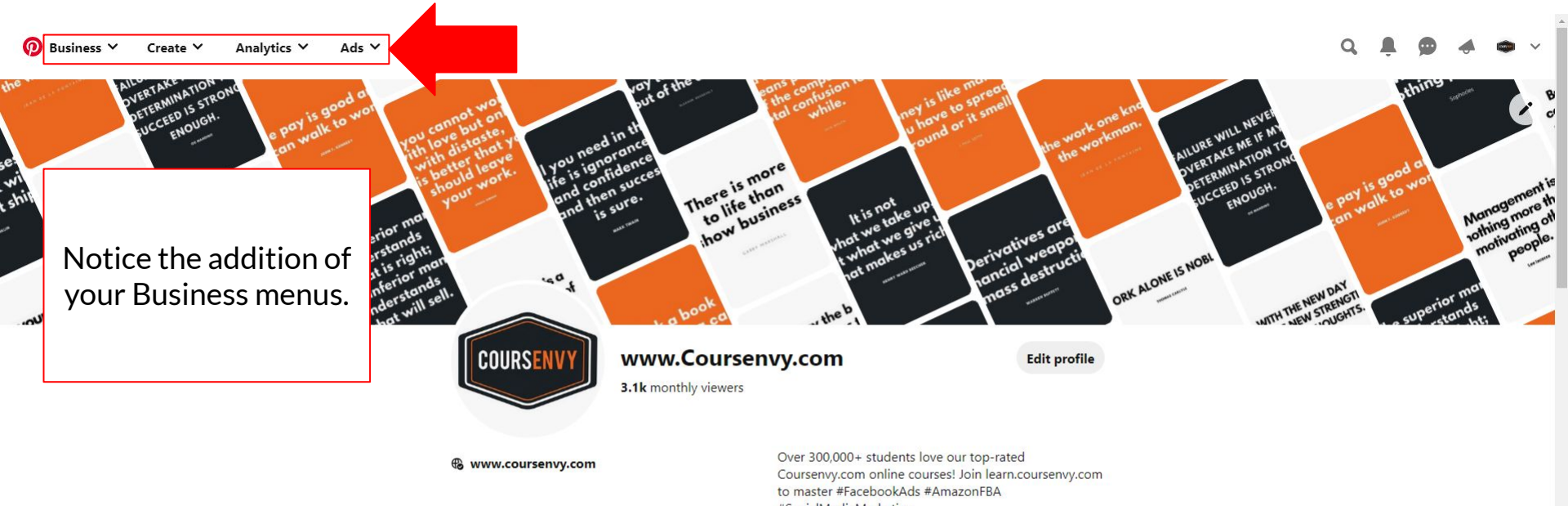
Pinterest Business Profile

➢ Already have a Personal Pinterest Profile? Login to your Pinterest account and click the menu in the top right corner. In this dropdown menu, select "**Add a free business profile**".



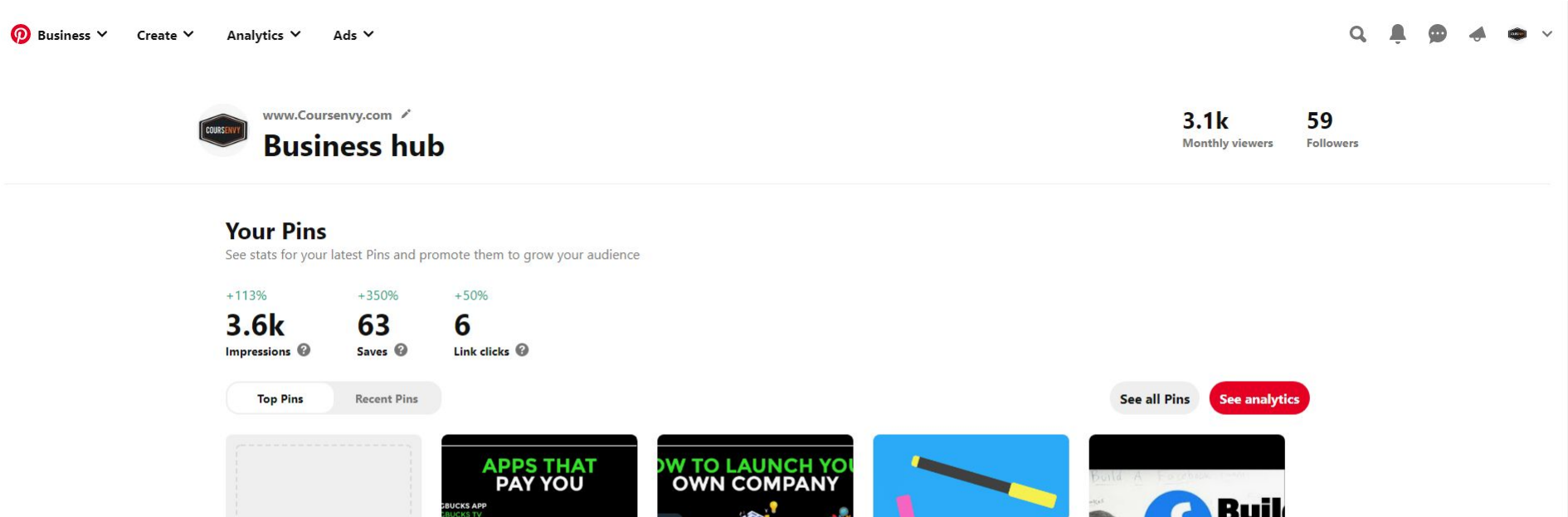
Pinterest Business Profile

- You will be prompted to enter your Business Name and Website.
- Once complete, you will be redirected to your Pinterest Business Profile page.



Pinterest Business Profile

Get the tools, tips, and stats you need to grow your business:
https://www.pinterest.com/business/hub



ORK ALONE IS NOBL
WITH THE NEW DAY
AND NEW THOUGHTS.
There is more to life than how business
It is not what we take up what we give u that makes us rich
Derivatives are mass destructi
ORK ALONE IS NOBL
WITH THE NEW DAY

COURSENVY

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3.1k monthly viewers

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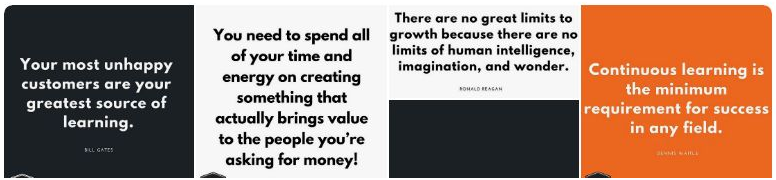
www.coursenvy.com

Over 300,000+ students love our top-rated Coursenvy.com online courses! Join learn.coursenvy.com to master #FacebookAds #AmazonFBA #SocialMediaMarketing

Activity | Community | Boards | Pins

Featured

See all boards

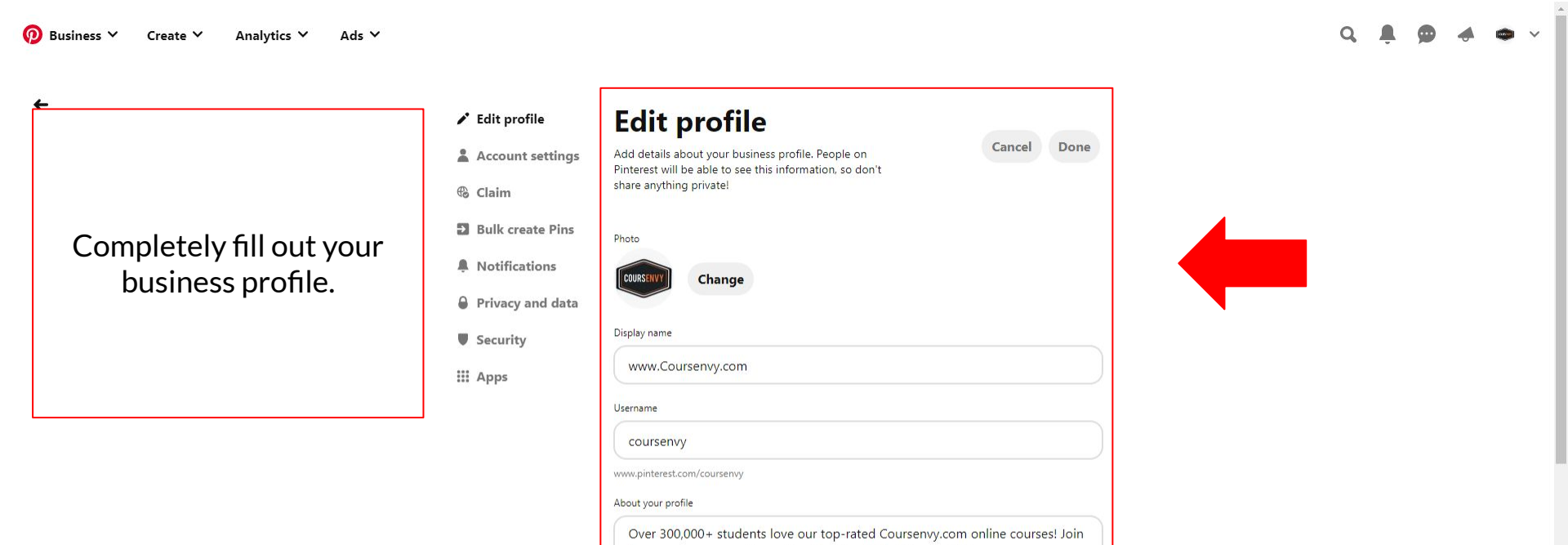

Your most unhappy customers are your greatest source of learning.
You need to spend all of your time and energy on creating something that actually brings value to the people you're asking for money!
There are no great limits to growth because there are no limits of human intelligence, imagination, and wonder.
Continuous learning is the minimum requirement for success in any field.

Click the menu in the top right corner.

In the dropdown menu, select "**Settings**".

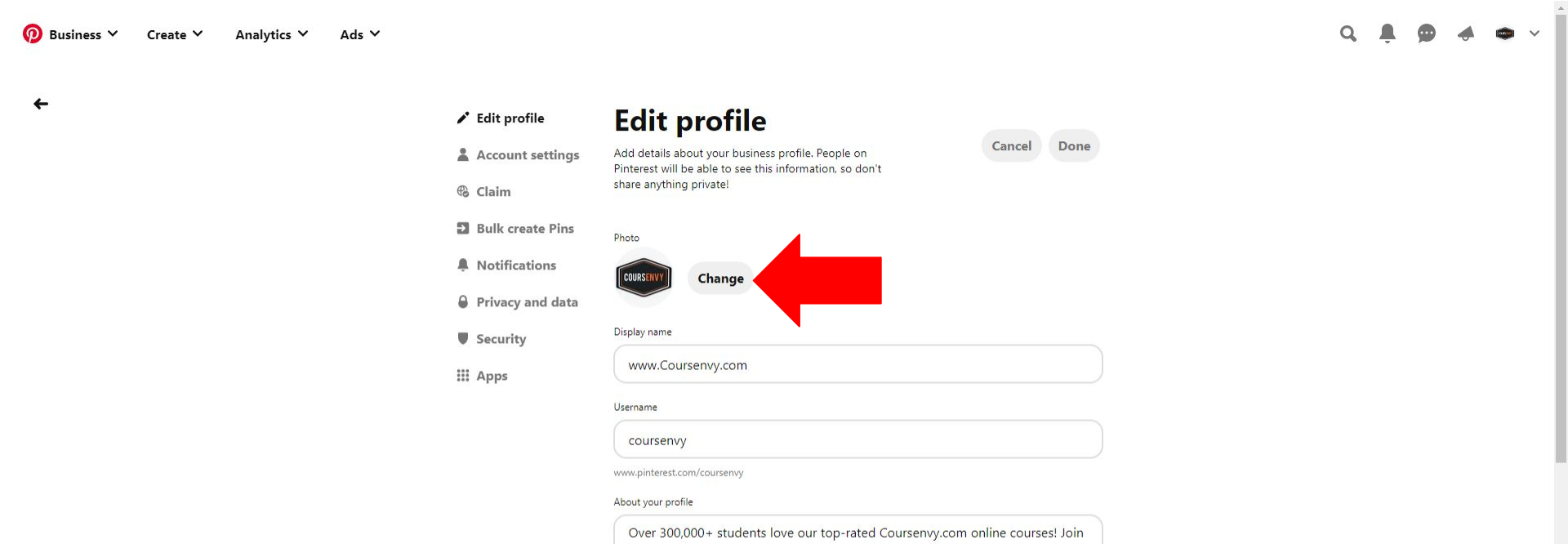
Edit Settings Page

www.pinterest.com/settings



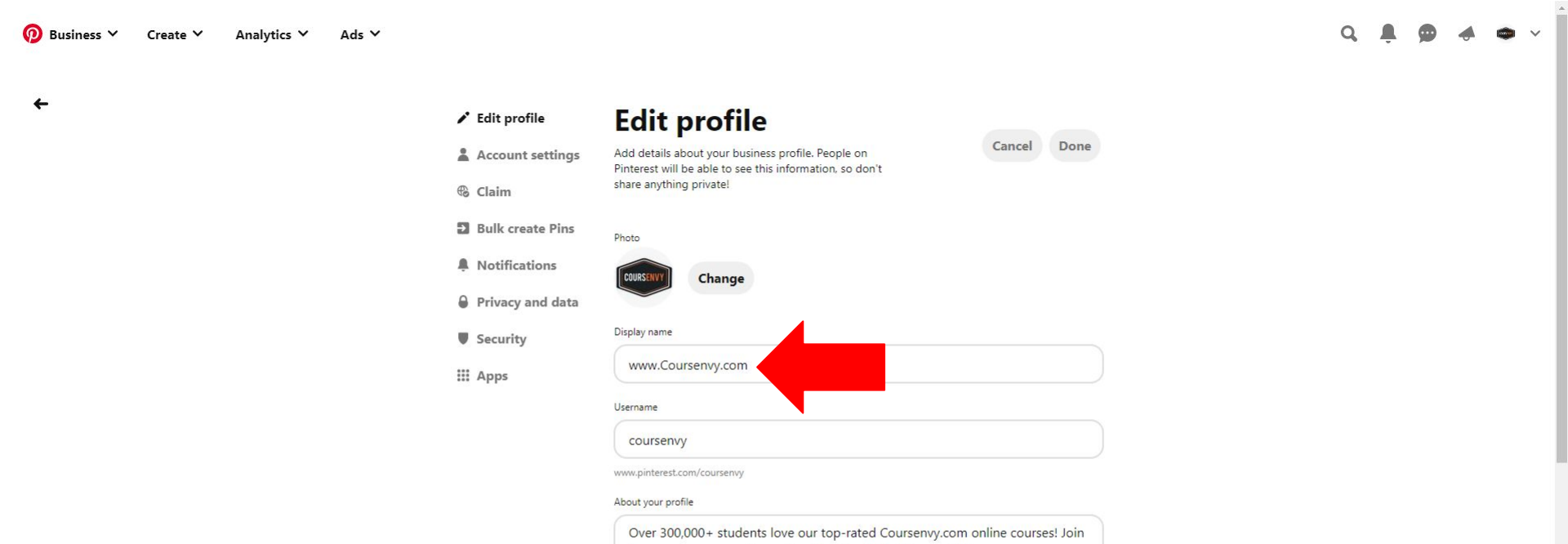
Edit Settings Page → Photo

- I like continuity for all social media account profile images, so I am using the same high-quality, 1000x1000 pixel, white background, centered, Coursenvy logo.



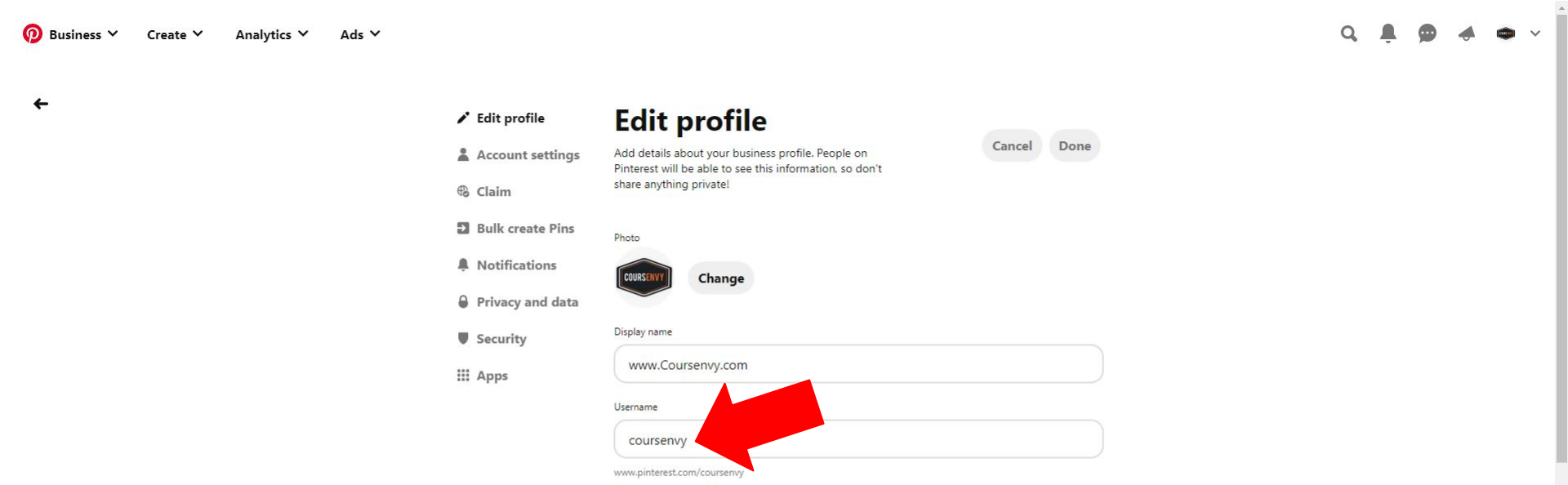
Edit Settings Page → Display Name

- I like to put my brand URL for the “Display name” to raise brand awareness for my website (i.e. letting potential customers know I have a website and what it is).



Edit Settings Page → Username

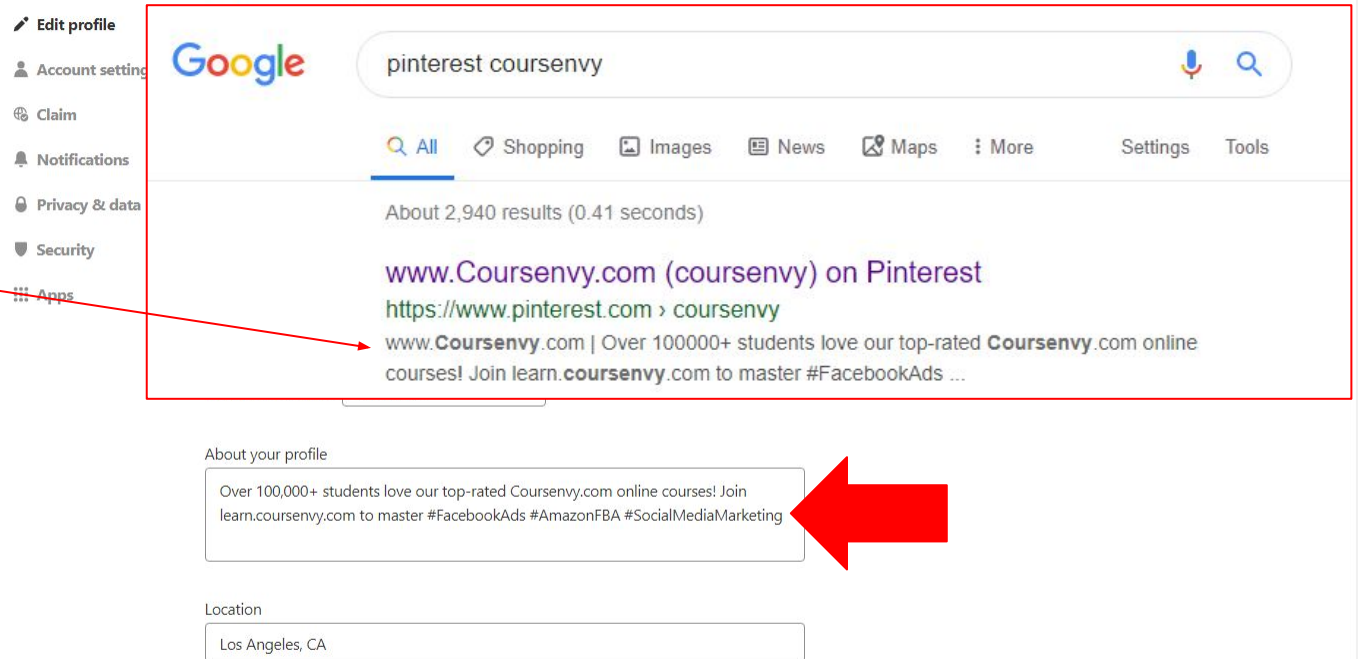
- We want continuity across all the social media platforms for our brand… so I want @coursenvy on Facebook, Twitter, Pinterest, etc. Sometimes your name will be taken, which is fine, just try to get something as close to your brand name or main keyword.



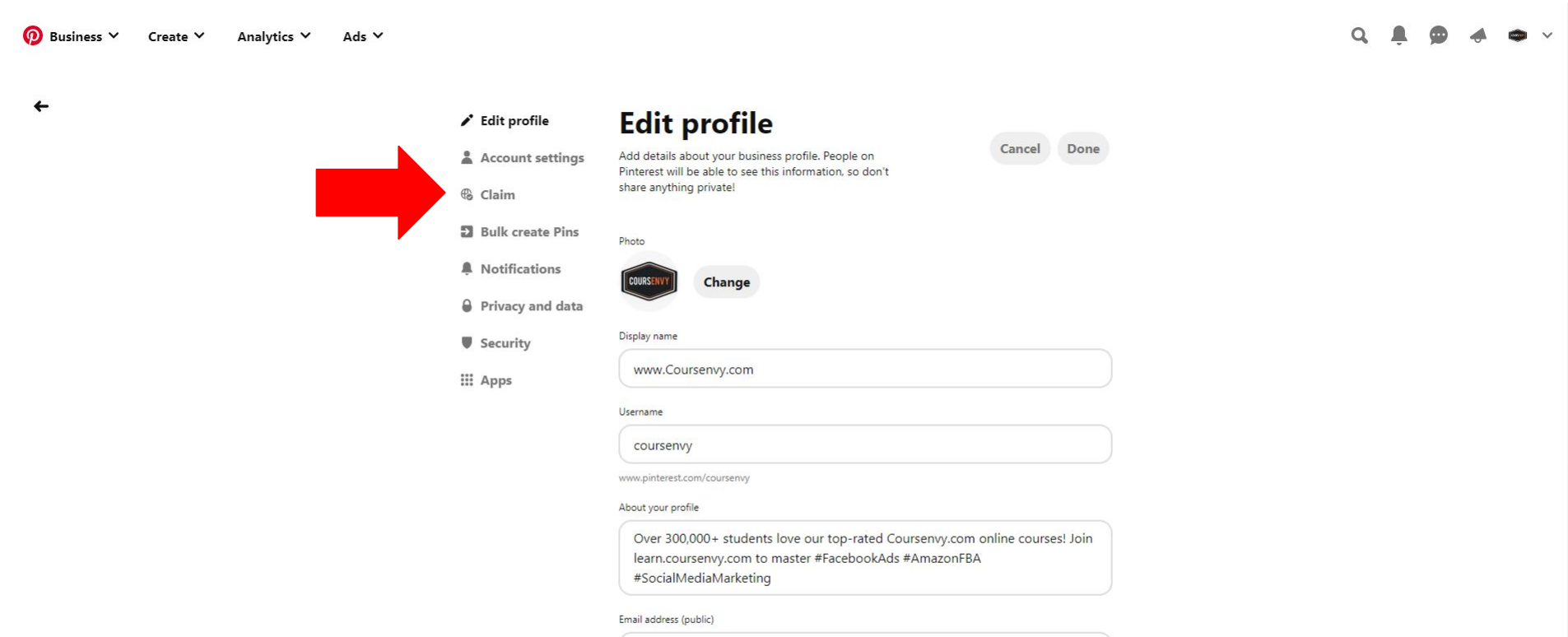
Edit Settings Page → About Your Profile

Include your brand name, URL, at least 1 hashtag and 2-3 of your top searched keywords/keyword phrases.

This is your Pinterest profiles **meta description** in Google search results.



Claim Your Website

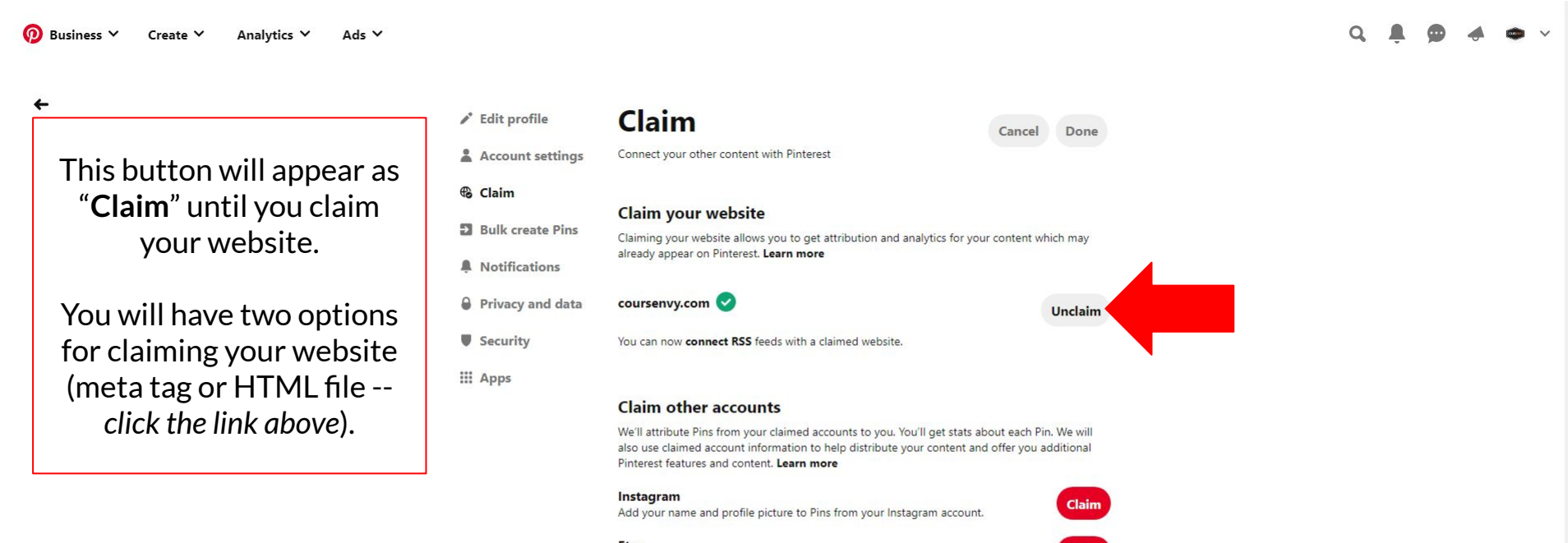


Claim Your Website

https://help.pinterest.com/en/business/article/claim-your-website

This button will appear as "**Claim**" until you claim your website.

You will have two options for claiming your website (meta tag or HTML file -- *click the link above*).


Business
Create
Analytics
Ads
Edit profile
Account settings
Claim
Bulk create Pins
Notifications
Privacy and data
Security
Apps
Claim
Cancel
Done
Connect your other content with Pinterest
Claim your website
Claiming your website allows you to get attribution and analytics for your content which may already appear on Pinterest. Learn more
coursenvy.com
Unclaim
You can now connect RSS feeds with a claimed website.
Claim other accounts
We'll attribute Pins from your claimed accounts to you. You'll get stats about each Pin. We will also use claimed account information to help distribute your content and offer you additional Pinterest features and content. Learn more
Instagram
Add your name and profile picture to Pins from your Instagram account.
Claim

help.pinterest.com/en/business/article/claim-your-website

Help Center General Business Log in Pinterest home

Add a meta tag to your website

1. Log in to Pinterest from a web browser and click ••• to open your menu
2. Select **Settings**
3. Click **Claim**
4. In the "Claim website" section, enter your website URL and click **Claim**
5. Select "Add HTML tag"
6. Copy the tag and click **Next**
7. Go to the index.html file of your website and add the tag to the <head> section before the <body> section
8. Go back to Pinterest and click **Submit**
9. Click **Done**

Upload an HTML file to your website

1. Log in to Pinterest from a web browser and click ••• to open your menu
2. Select **Settings**
3. Click **Claim**
4. In the "Claim website" section, enter your website URL and click **Claim**
5. Select "Upload HTML file"
6. Click **Download** then click **Next**
7. Upload the HTML file to your web server at the root folder - if you upload to a subfolder we won't be able to access it
8. Go back to Pinterest and click **Submit**
9. Click **Done**

These are the two options for claiming your website.

help.pinterest.com/en/business/article/claim-your-website

Help Center General Business Log in Pinterest home

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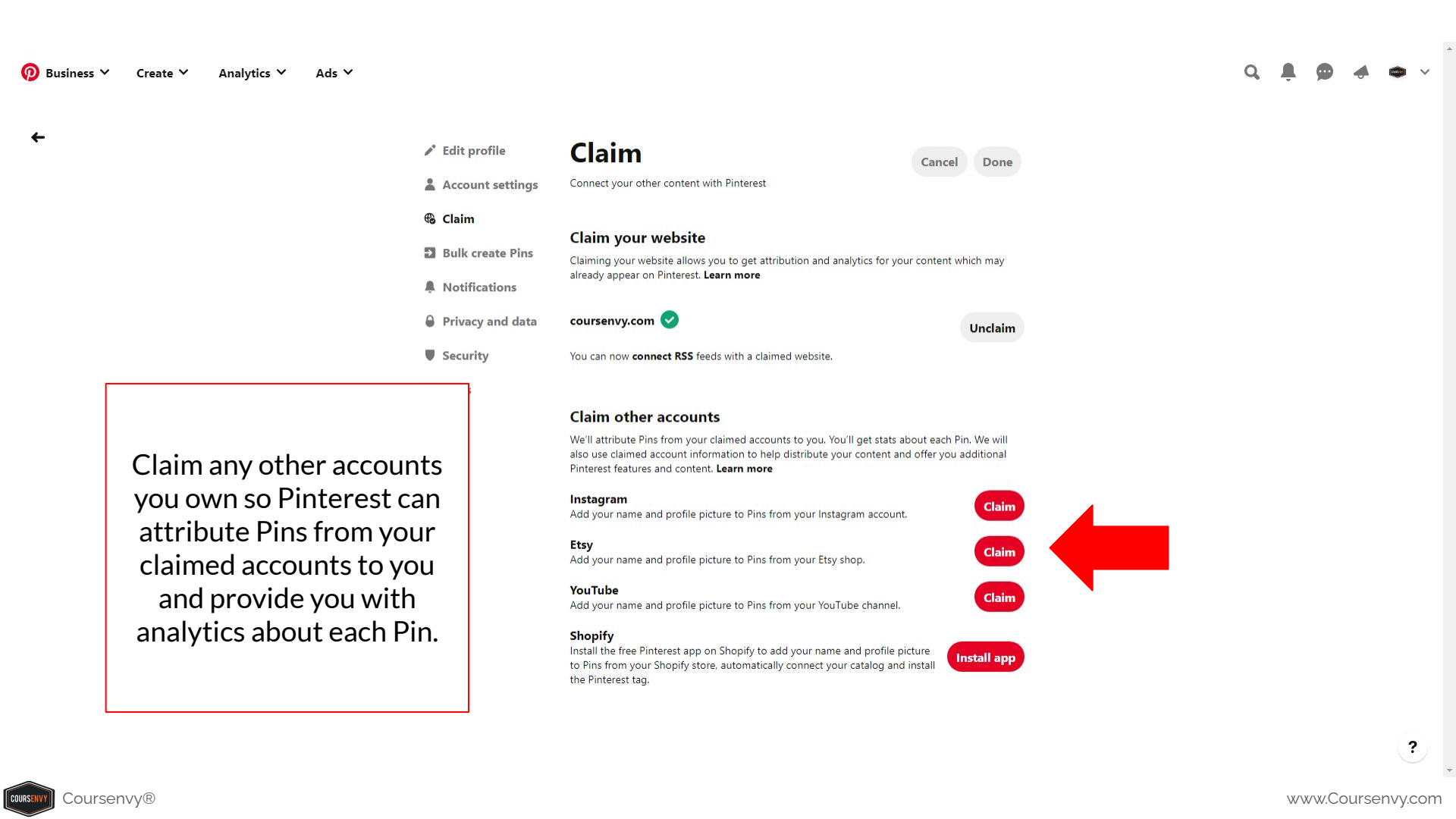
8. Go back to Pinterest and click **Submit**
9. Click **Done**

Adding a meta tag to your website is the easier of the two.

Pinterest Meta Tag

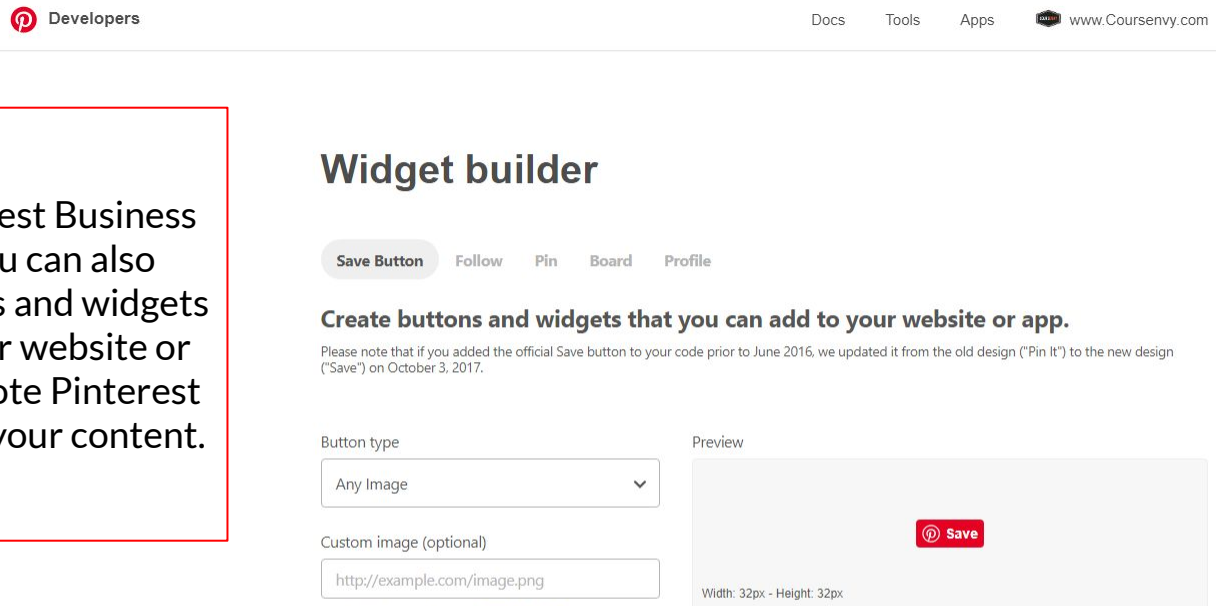
- Add your Pinterest tag to the <head> section of your website before the <body> section (typically in the index.html file or header file).
- As you can see in this example below, I clicked the EDITOR option under the APPEARANCE menu on the backend of our WordPress website. Then I clicked the theme HEADER file and pasted our Pinterest tag right before the closing head tag </head>.
- When in doubt, Google "*how to add Pinterest tag to XYZ type of website*".


Business
Create
Analytics
Ads
Edit profile
Account settings
Claim
Bulk create Pins
Notifications
Privacy and data
Security
Claim
Cancel
Done
Connect your other content with Pinterest
Claim your website
Claiming your website allows you to get attribution and analytics for your content which may already appear on Pinterest. Learn more
coursenvy.com
Unclaim
You can now connect RSS feeds with a claimed website.
Claim other accounts
We'll attribute Pins from your claimed accounts to you. You'll get stats about each Pin. We will also use claimed account information to help distribute your content and offer you additional Pinterest features and content. Learn more
Instagram
Add your name and profile picture to Pins from your Instagram account.
Claim
Etsy
Add your name and profile picture to Pins from your Etsy shop.
Claim
YouTube
Add your name and profile picture to Pins from your YouTube channel.
Claim
Shopify
Install the free Pinterest app on Shopify to add your name and profile picture to Pins from your Shopify store, automatically connect your catalog and install the Pinterest tag.
Install app
Claim any other accounts you own so Pinterest can attribute Pins from your claimed accounts to you and provide you with analytics about each Pin.

Create Pinterest Buttons

https://developers.pinterest.com/tools/widget-builder

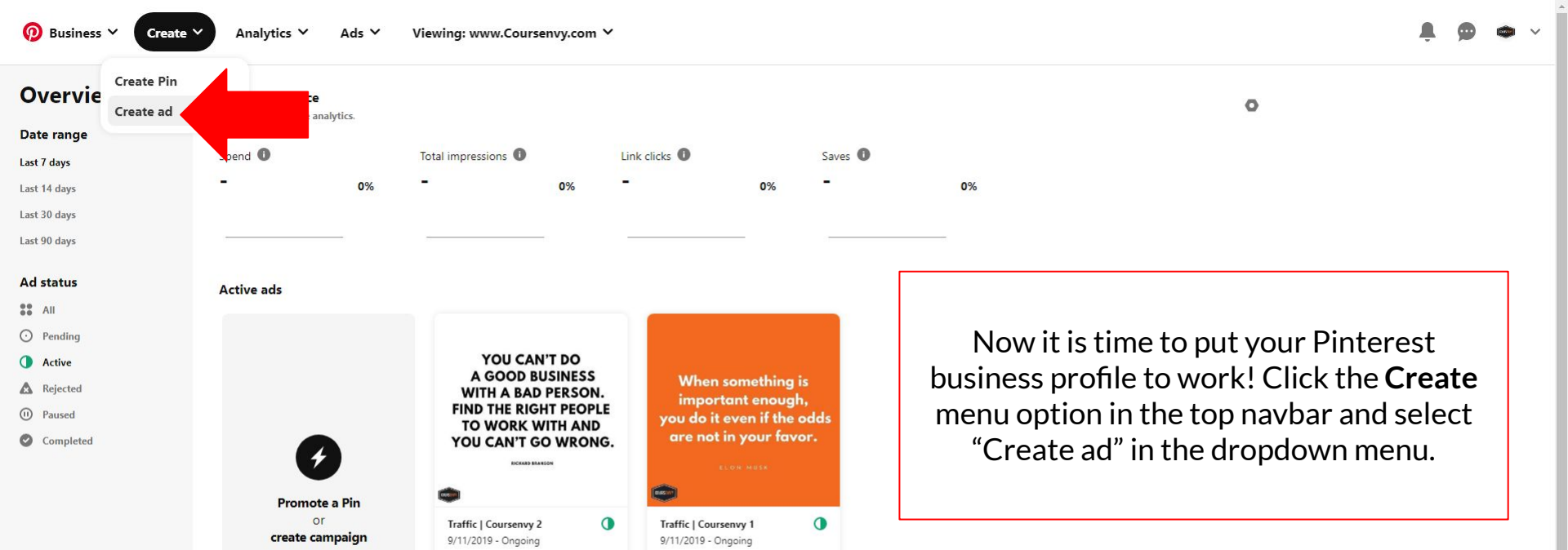
With a Pinterest Business account you can also create buttons and widgets to add to your website or apps to promote Pinterest users to save your content.



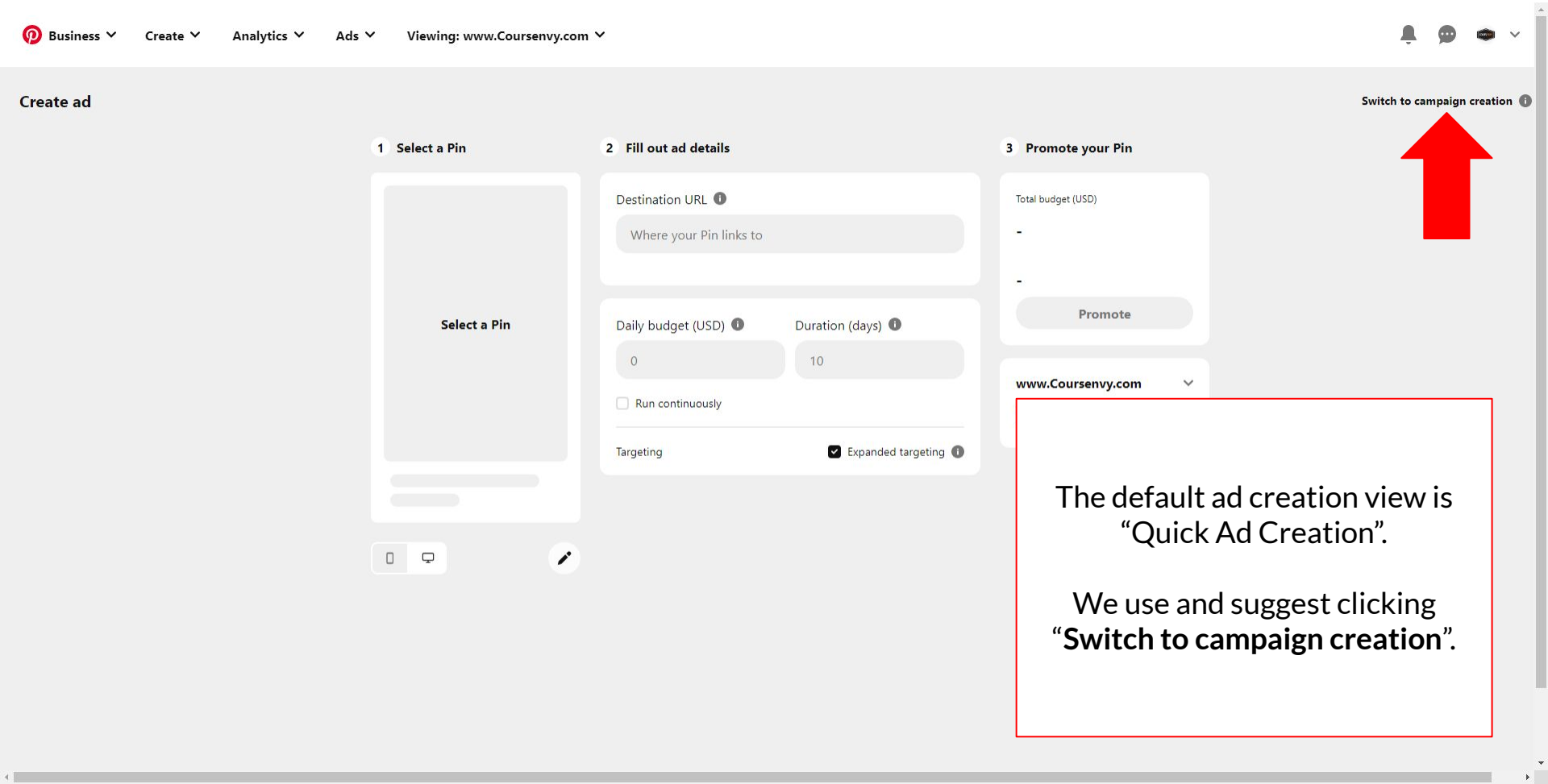
Pinterest Ads

Pinterest Ads

https://ads.pinterest.com

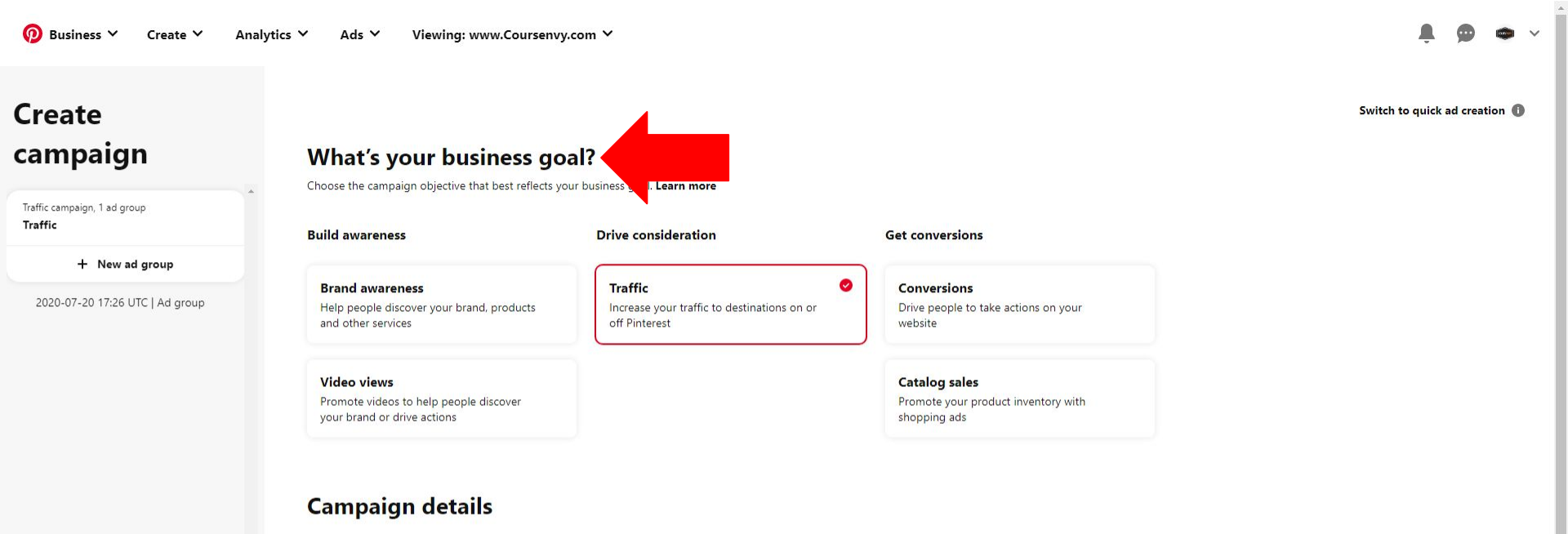


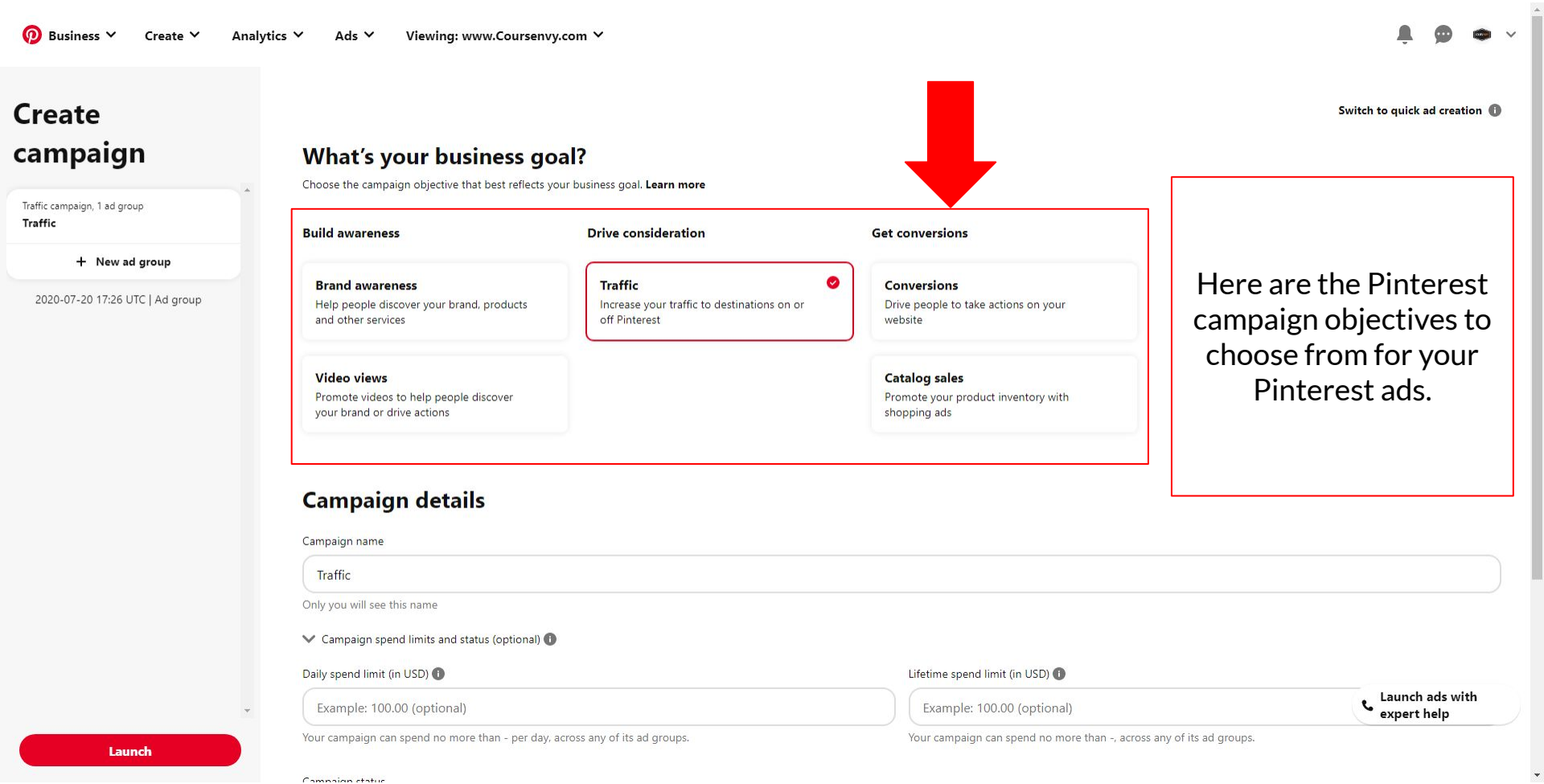
Now it is time to put your Pinterest business profile to work! Click the **Create** menu option in the top navbar and select "Create ad" in the dropdown menu.

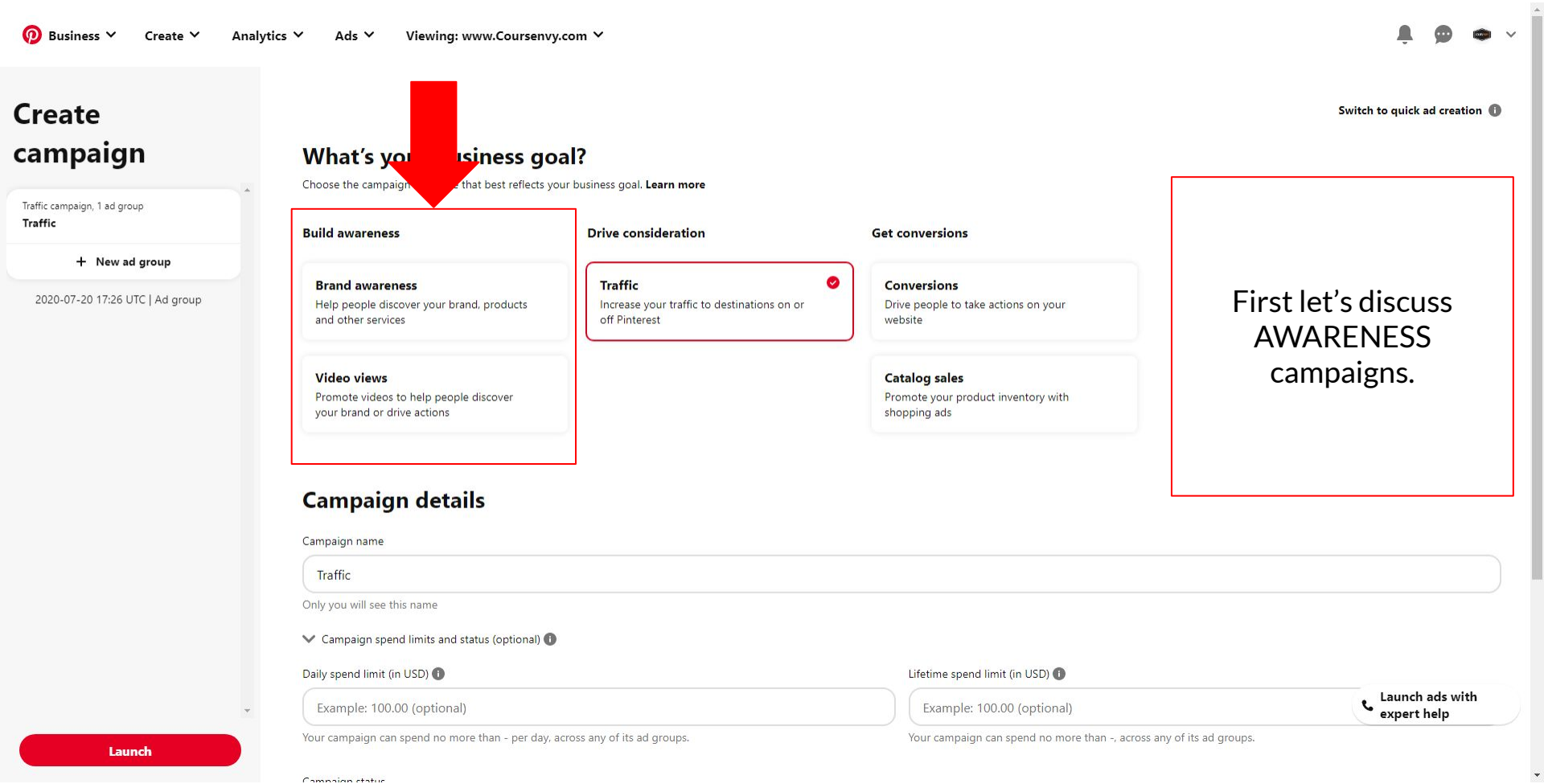

Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create ad
Switch to campaign creation
1 Select a Pin
2 Fill out ad details
3 Promote your Pin
Select a Pin
Destination URL
Where your Pin links to
Daily budget (USD)
Duration (days)
0
10
Run continuously
Targeting
Expanded targeting
Total budget (USD)
-
-
Promote
www.Coursenvy.com
The default ad creation view is "Quick Ad Creation".
We use and suggest clicking "Switch to campaign creation".

Campaign Objective

- Your first step is to select your **campaign objective**.




Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Traffic campaign, 1 ad group
Traffic
New ad group
2020-07-20 17:26 UTC | Ad group
Launch
Switch to quick ad creation
What's your business goal?
Choose the campaign objective that best reflects your business goal. Learn more
Build awareness
Brand awareness
Help people discover your brand, products and other services
Video views
Promote videos to help people discover your brand or drive actions
Drive consideration
Traffic
Increase your traffic to destinations on or off Pinterest
Get conversions
Conversions
Drive people to take actions on your website
Catalog sales
Promote your product inventory with shopping ads
Here are the Pinterest campaign objectives to choose from for your Pinterest ads.
Campaign details
Campaign name
Traffic
Only you will see this name
Campaign spend limits and status (optional)
Daily spend limit (in USD)
Example: 100.00 (optional)
Your campaign can spend no more than - per day, across any of its ad groups.
Lifetime spend limit (in USD)
Example: 100.00 (optional)
Your campaign can spend no more than -, across any of its ad groups.
Launch ads with expert help
Campaign status


Business
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Conversions
Drive people to take actions on your website
Catalog sales
Promote your product inventory with shopping ads
First let's discuss AWARENESS campaigns.
Campaign details
Campaign name
Traffic
Only you will see this name
Campaign spend limits and status (optional)
Daily spend limit (in USD)
Example: 100.00 (optional)
Your campaign can spend no more than - per day, across any of its ad groups.
Lifetime spend limit (in USD)
Example: 100.00 (optional)
Your campaign can spend no more than -, across any of its ad groups.
Launch ads with expert help
Campaign status

Awareness Campaigns

Customers Are In 2 Categories

- 10% are “loyalists” and will only purchase from brands they know and/or have purchased from in the past.
- The other 90% are people willing to “shop around” for the best deal, product, or service. Of that 90%, typically we see 30% go with newly recognizable brands and the remaining 60% of your target market are OPEN to purchasing from you/your brand!
- This is why **Awareness Campaigns** are so important! Consumers must be able to IDENTIFY your brand when it comes time to purchase so you can claim EITHER the 30% that relate to a new brand they are aware of (people need an average of 7 touch points before purchasing from a new brand) OR the 60% willing to try a new brand!

Pinterest = The Complete Buying Formula

Inspiration +
Brand Discovery +
Information Evaluation =
Action/Purchase

The Buying Cycle

- Pinterest is typically used as a place to “save” or pin an item that the user can refer to at a later time. The consumer is not ready to buy yet and are just seeking inspiration!
- By using **AWARENESS CAMPAIGNS**, you can get your brand and products discovered in this “shopping around”, “planning”, “pinning for later”, or **1st phase** of the buying cycle… INSPIRATION! You as brands or marketers want to take this opportunity to **influence** the early stages of consumers buying cycles. Pinterest is the perfect place for this!
- Then we can move these consumers from this brand awareness and discovery/pinning phase into more of an active shopping/evaluation mode! And then ultimately, move them through our sales funnel by getting them to make a purchase or convert!
- ACTION (or buying) is always **fueled by inspiration**! And a lot of that inspiration comes in different forms of content users pin on Pinterest!

Pinterest = The Complete Buying Formula

- People need a mix of inspiration and information in order to make decisions about a purchase.
- While Amazon is great at presenting information in the form of reviews and confidence in the form of 2-day shipping, they are missing the important part of the buying formula… **INSPIRATION**!
- Consumers state the reason for a purchase is based on **inspiration** 75% of the time and **information** 25% of the time. So our goal is to mix these two reasons together to expedite the sales process!

How Do You Inspire Consumers?

Provide your potential customers with content that gives them **ideas/inspiration** on how your product/service will help them solve a problem.

EXAMPLE PRODUCT: Cowboy Boots

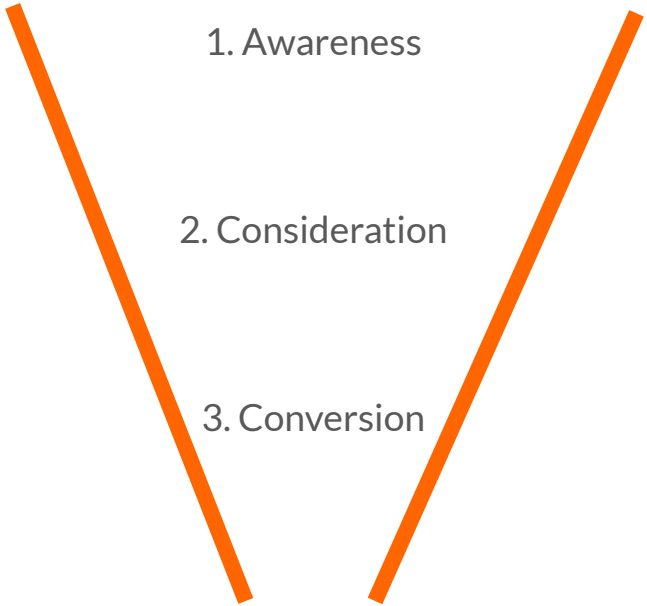
- Show users what outfits go well with cowboy boots.
- Share images of events to wear cowboy boots at via **lifestyle images**.
- Share other relevant country topics (country music videos, country wedding images, horse images, country decor/craft DIY blog links, etc.).
- Become this “country” users all-in-one place for inspiration based around your product and/or service!

Pinterest = Shoppers

Pinterest helps people get inspired, make decisions, and take action!

- Data from our client accounts shows 50-60% of Pinterest users use the platform to **shop around** and **find products**… compared to an UNDER 10% average on Facebook, Twitter, and Instagram!

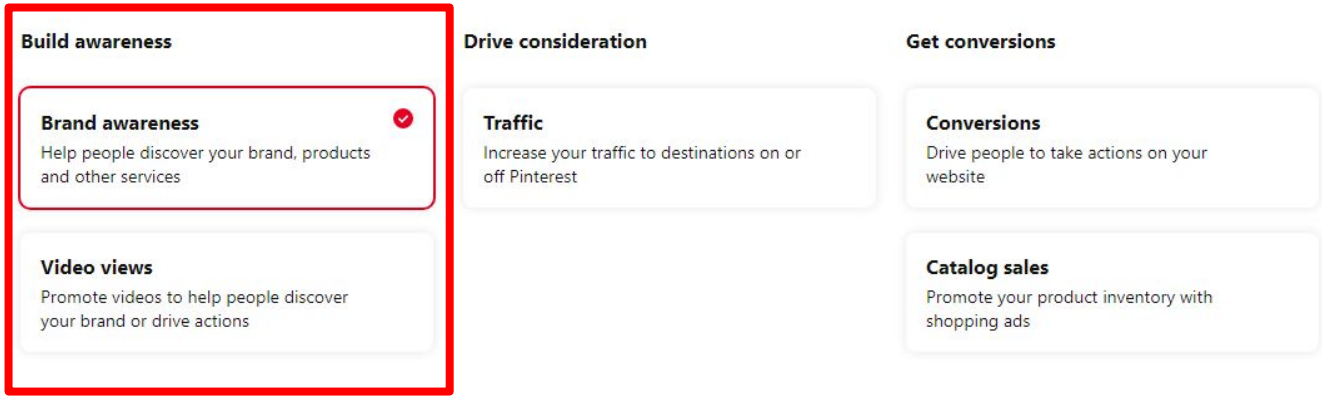
Pinterest Sales Funnel



Sales Funnel Step #1 → Awareness

Awareness - Inspire and share information with your branded Pins! Make your brand known!

➢ These ads are the best way to gain awareness for your brand and spark that initial inspiration to get users to Pin your content!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Traffic
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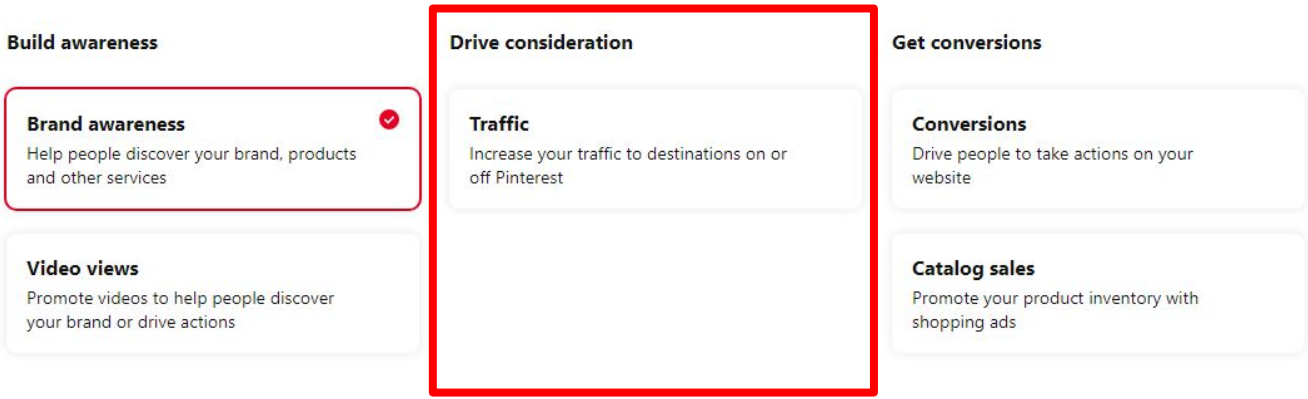
Conversions
Drive people to take actions on your website
Catalog sales
Promote your product inventory with shopping ads

Sales Funnel Step #2 → Consideration

Consideration - Acquisition, collect leads, create traffic, and build up your Pinterest audiences!

➢ These ads are for growing your audiences and working your customers down the funnel.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Conversions
Drive people to take actions on your website
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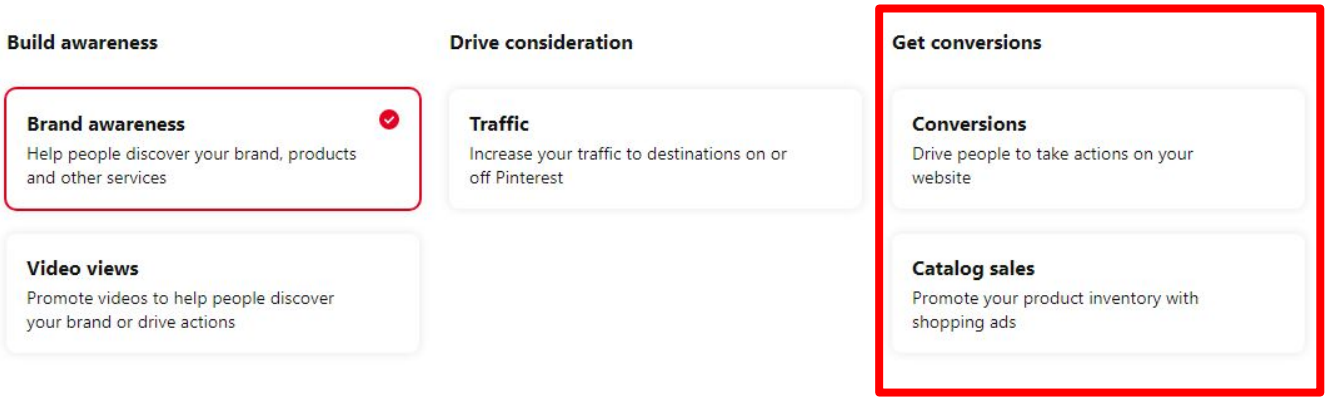
Promote your product inventory with shopping ads

Sales Funnel Step #3 → Conversion

Conversion - Retarget engaged users and current/past audiences, make the sale/conversion, and retain/remarket to current customers.

➢ These ads are for converting! Turn that warm lead into a red hot sale!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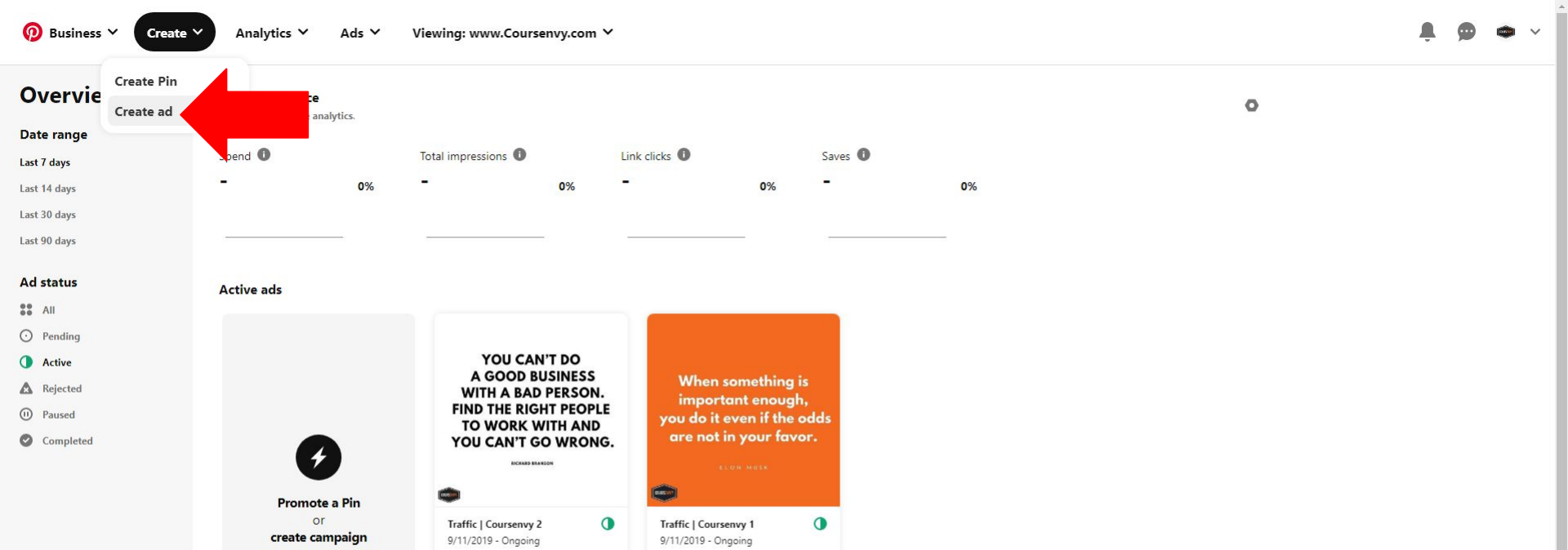
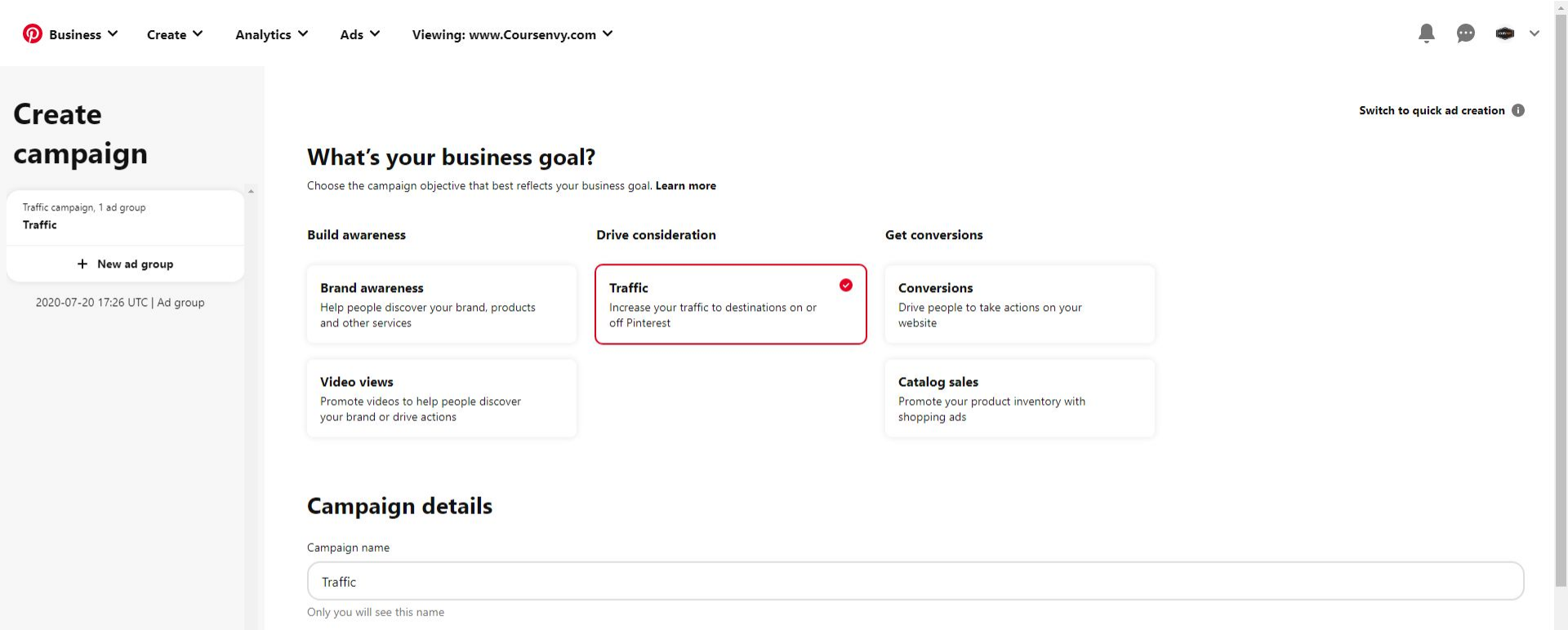
How to Create a Pinterest Ad Campaign

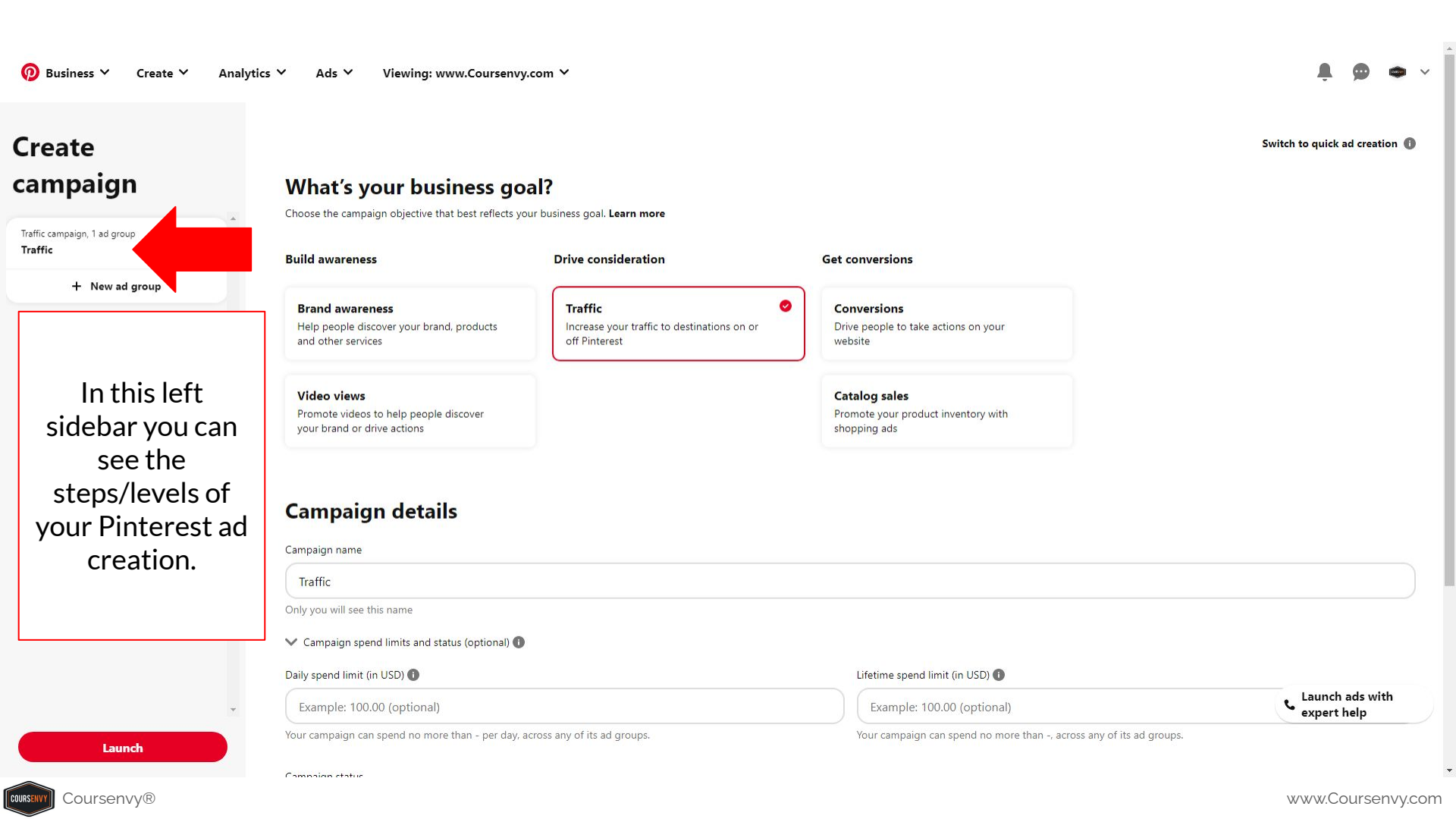
Pinterest Ads

https://ads.pinterest.com → In the Create dropdown menu, select the "**Create ad**" option.



Step 1 → Campaign Objective

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Switch to quick ad creation
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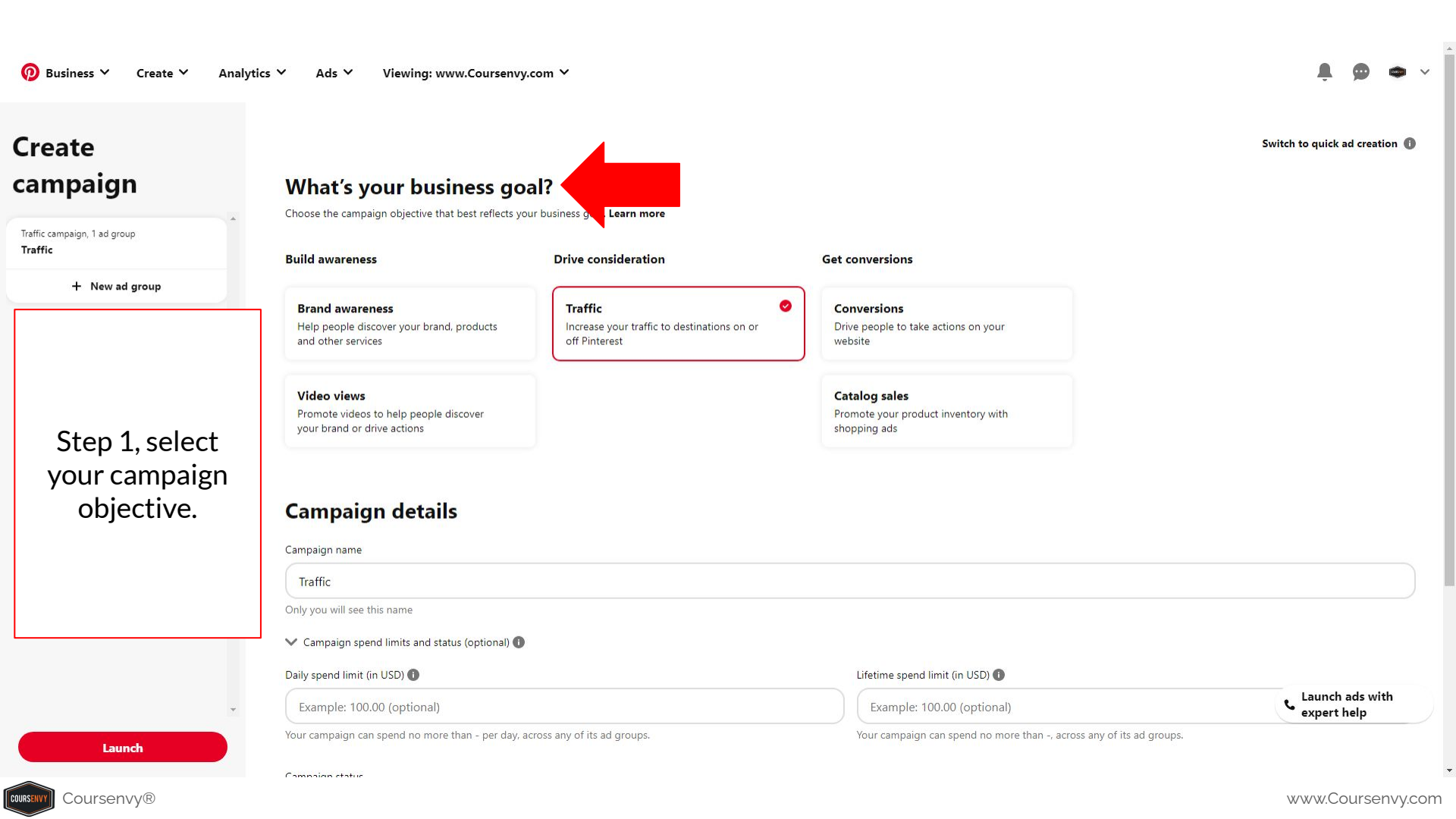
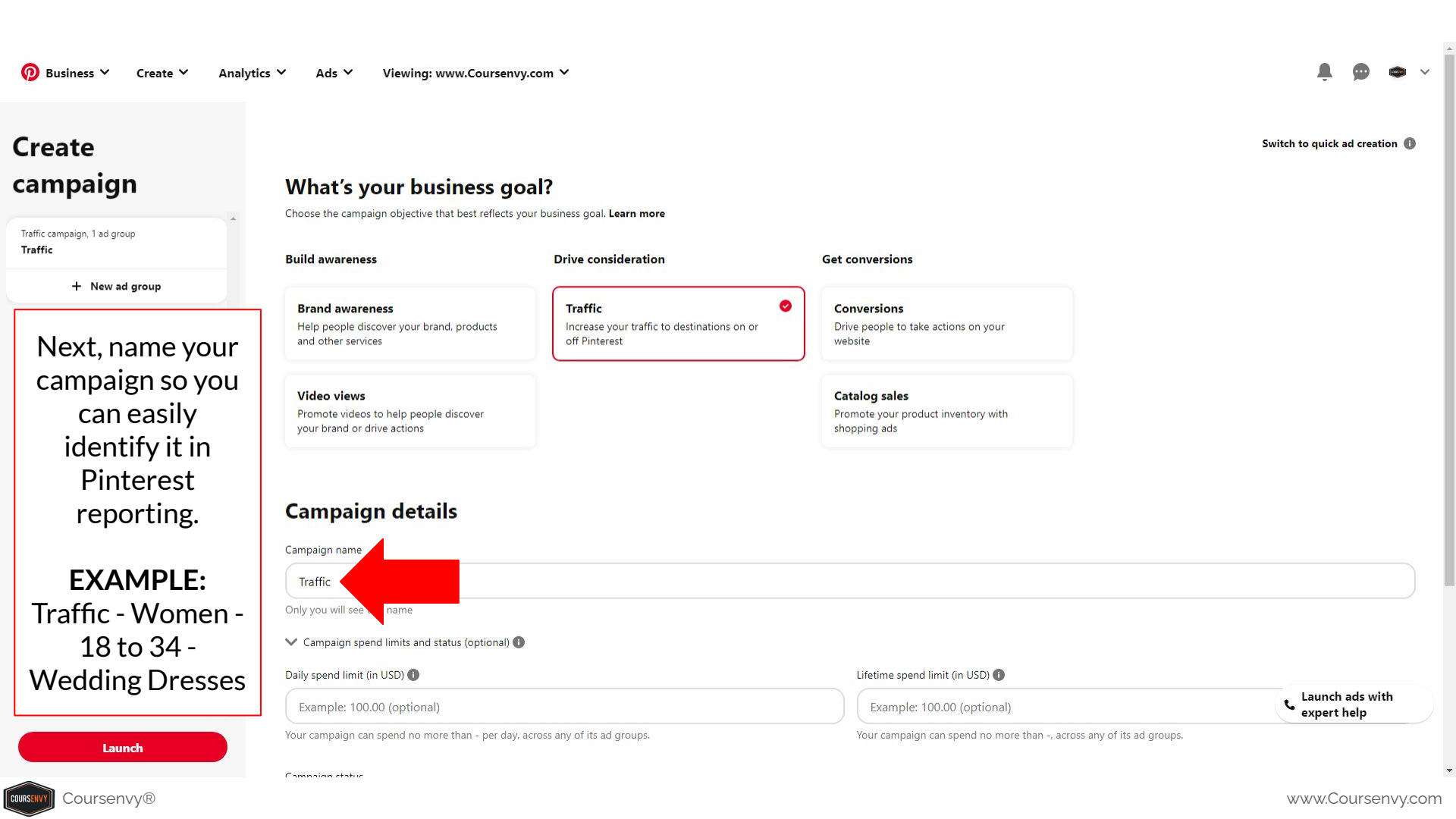
Video views
Promote videos to help people discover your brand or drive actions
Catalog sales
Promote your product inventory with shopping ads
Campaign details
Campaign name
Traffic
Only you will see this name
Campaign spend limits and status (optional)
Daily spend limit (in USD)
Example: 100.00 (optional)
Your campaign can spend no more than - per day, across any of its ad groups.
Lifetime spend limit (in USD)
Example: 100.00 (optional)
Your campaign can spend no more than -, across any of its ad groups.
Launch ads with expert help
Campaign status


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Traffic campaign, 1 ad group
Traffic
New ad group
Step 1, select your campaign objective.
Launch
Switch to quick ad creation
What's your business goal?
Choose the campaign objective that best reflects your business g
Learn more
Build awareness
Drive consideration
Get conversions
Brand awareness
Help people discover your brand, products and other services
Traffic
Increase your traffic to destinations on or off Pinterest
Conversions
Drive people to take actions on your website
Video views
Promote videos to help people discover your brand or drive actions
Catalog sales
Promote your product inventory with shopping ads
Campaign details
Campaign name
Traffic
Only you will see this name
Campaign spend limits and status (optional)
Daily spend limit (in USD)
Example: 100.00 (optional)
Your campaign can spend no more than - per day, across any of its ad groups.
Lifetime spend limit (in USD)
Example: 100.00 (optional)
Your campaign can spend no more than -, across any of its ad groups.
Launch ads with expert help
Campaign status


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Traffic campaign, 1 ad group
Traffic
New ad group
Switch to quick ad creation
What's your business goal?
Choose the campaign objective that best reflects your business goal. Learn more
Build awareness
Drive consideration
Get conversions
Brand awareness
Help people discover your brand, products and other services
Traffic
Increase your traffic to destinations on or off Pinterest
Conversions
Drive people to take actions on your website
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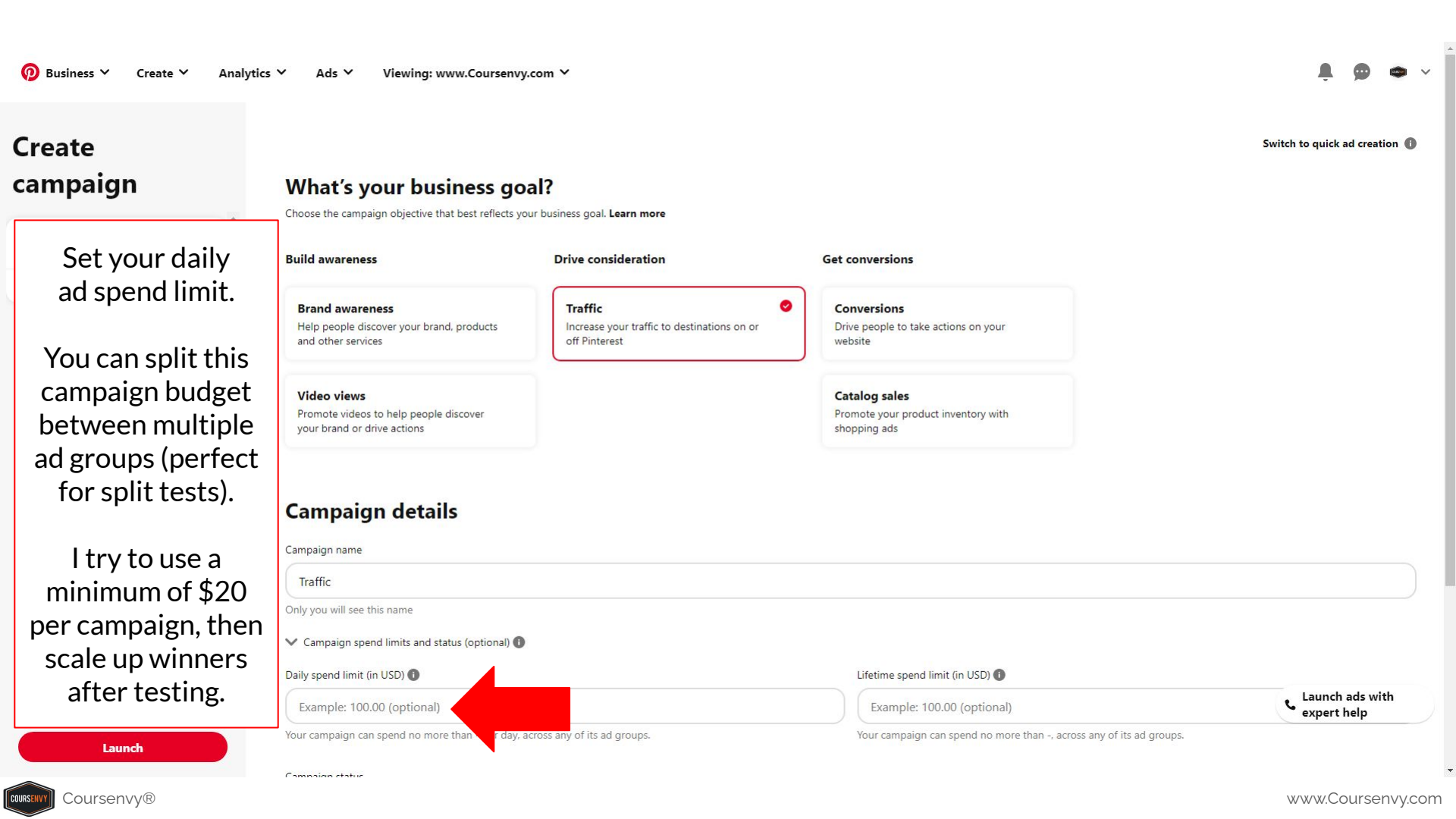
Promote videos to help people discover your brand or drive actions
Catalog sales
Promote your product inventory with shopping ads
Campaign details
Campaign name
Traffic
Only you will see this name
Campaign spend limits and status (optional)
Daily spend limit (in USD)
Example: 100.00 (optional)
Your campaign can spend no more than - per day, across any of its ad groups.
Lifetime spend limit (in USD)
Example: 100.00 (optional)
Your campaign can spend no more than -, across any of its ad groups.
Launch ads with expert help
Launch
Next, name your campaign so you can easily identify it in Pinterest reporting.
EXAMPLE:
Traffic - Women - 18 to 34 - Wedding Dresses


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Switch to quick ad creation
What's your business goal?
Choose the campaign objective that best reflects your business goal. Learn more
Build awareness
Drive consideration
Get conversions
Brand awareness
Help people discover your brand, products and other services
Traffic
Increase your traffic to destinations on or off Pinterest
Conversions
Drive people to take actions on your website
Video views
Promote videos to help people discover your brand or drive actions
Catalog sales
Promote your product inventory with shopping ads
Campaign details
Campaign name
Traffic
Only you will see this name
Campaign spend limits and status (optional)
Daily spend limit (in USD)
Example: 100.00 (optional)
Lifetime spend limit (in USD)
Example: 100.00 (optional)
Launch ads with expert help
Your campaign can spend no more than
day, across any of its ad groups.
Your campaign can spend no more than -, across any of its ad groups.
Launch

Set your daily ad spend limit.

You can split this campaign budget between multiple ad groups (perfect for split tests).

I try to use a minimum of $20 per campaign, then scale up winners after testing.

Business Create Analytics Ads Viewing: www.Coursenvy.com

Create campaign

Traffic campaign, 1 ad group
Traffic

+ New ad group

Ad group

Click the "Continue" button to proceed to editing this campaigns "**Ad group**".

Launch

Video views
Promote videos to help people discover your brand or drive actions

Catalog sales
Promote your product inventory with shopping ads

Campaign details

Campaign name

Traffic

Only you will see this name

Campaign spend limits and status (optional)

Daily spend limit (in USD)

20.00

Your campaign can spend no more than 20.00 per day, across any of its ad groups.

Lifetime spend limit (in USD)

Example: 100.00 (optional)

Your campaign can spend no more than -, across any of its ad groups.

Campaign status

- (•) Active (recommended)
  Your ads can be served
- ( ) Paused
  Your ads cannot be served

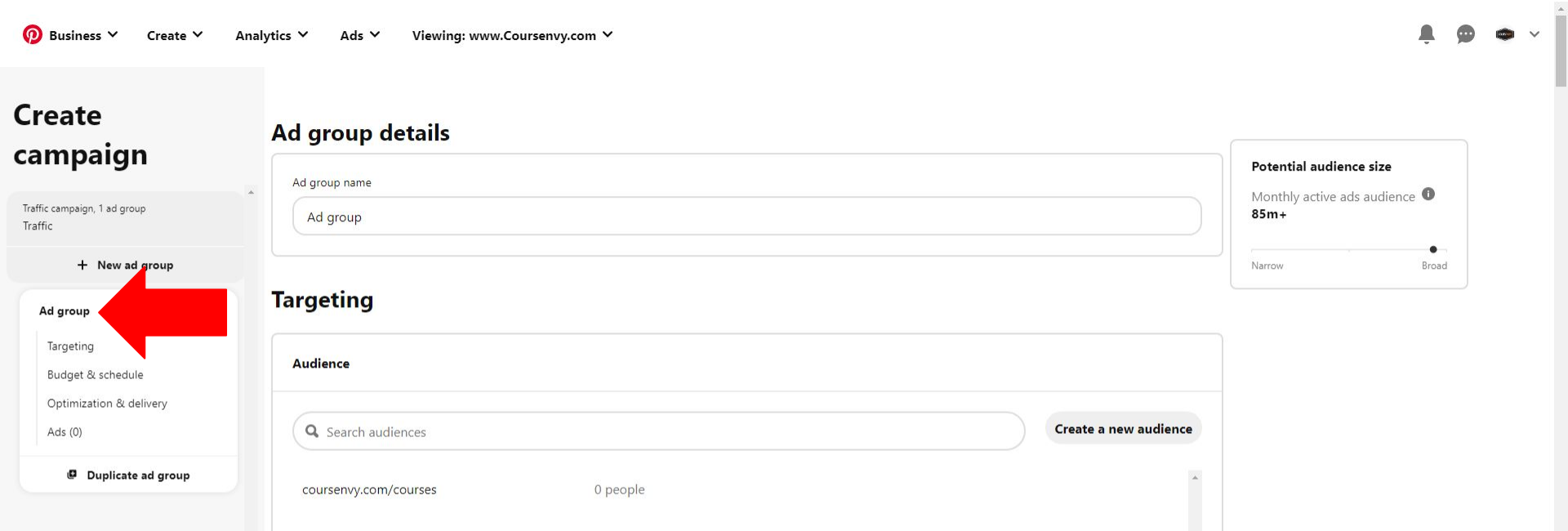
Continue

Launch ads with expert help

Using Pinterest Ads, including app install features, means you agree to our **Ad Guidelines** and **Ad Data Terms**, including our **targeting guidelines** for credit, employment, and housing ads

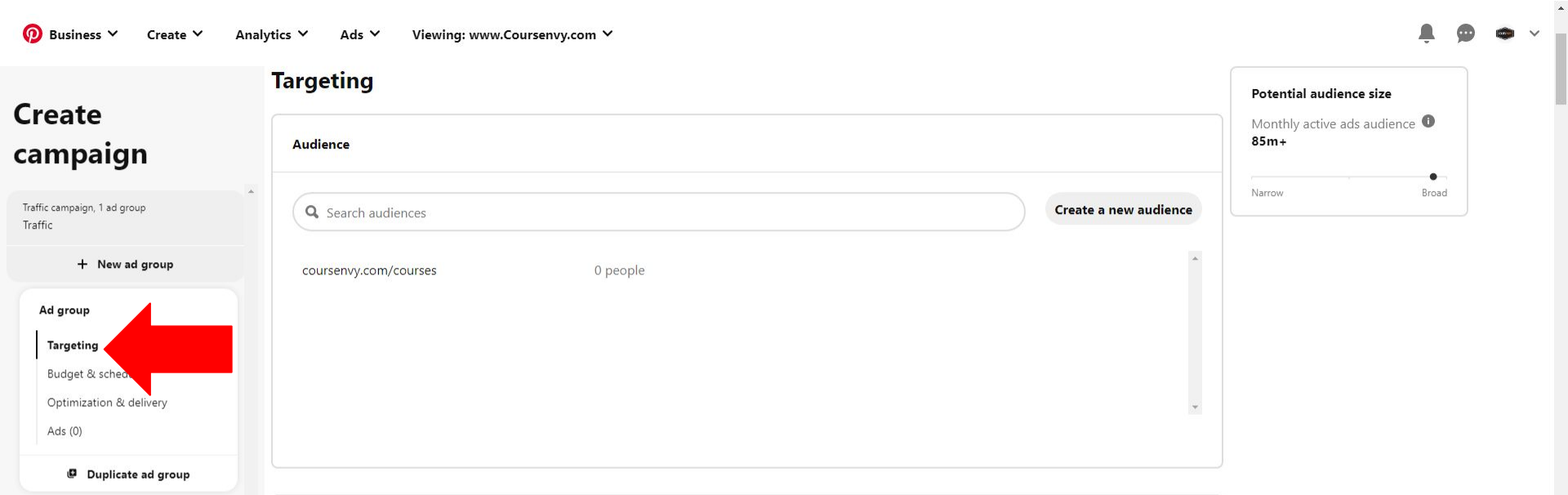
Step 2 → Ad Group

➢ First, name your Ad group so you can easily identify it in Pinterest reporting.



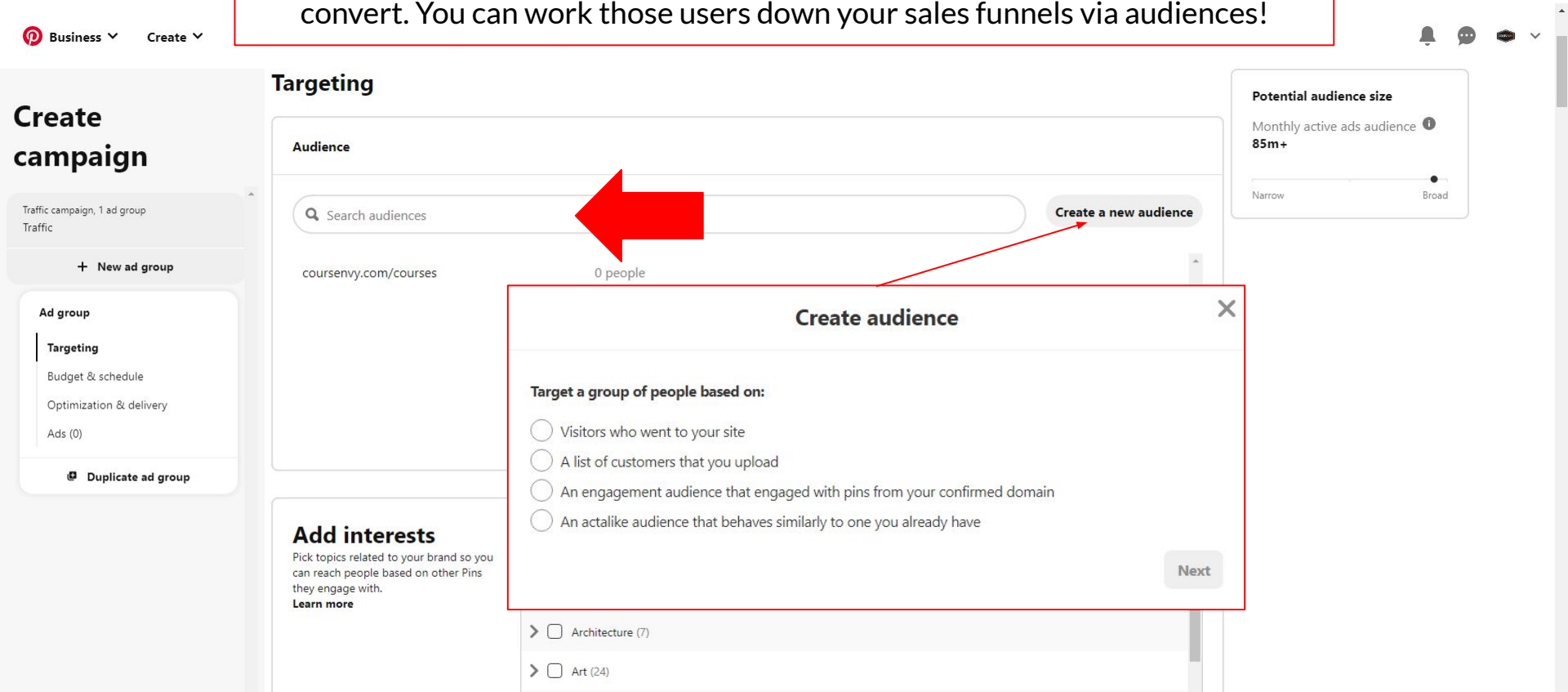
Step 3 → Targeting

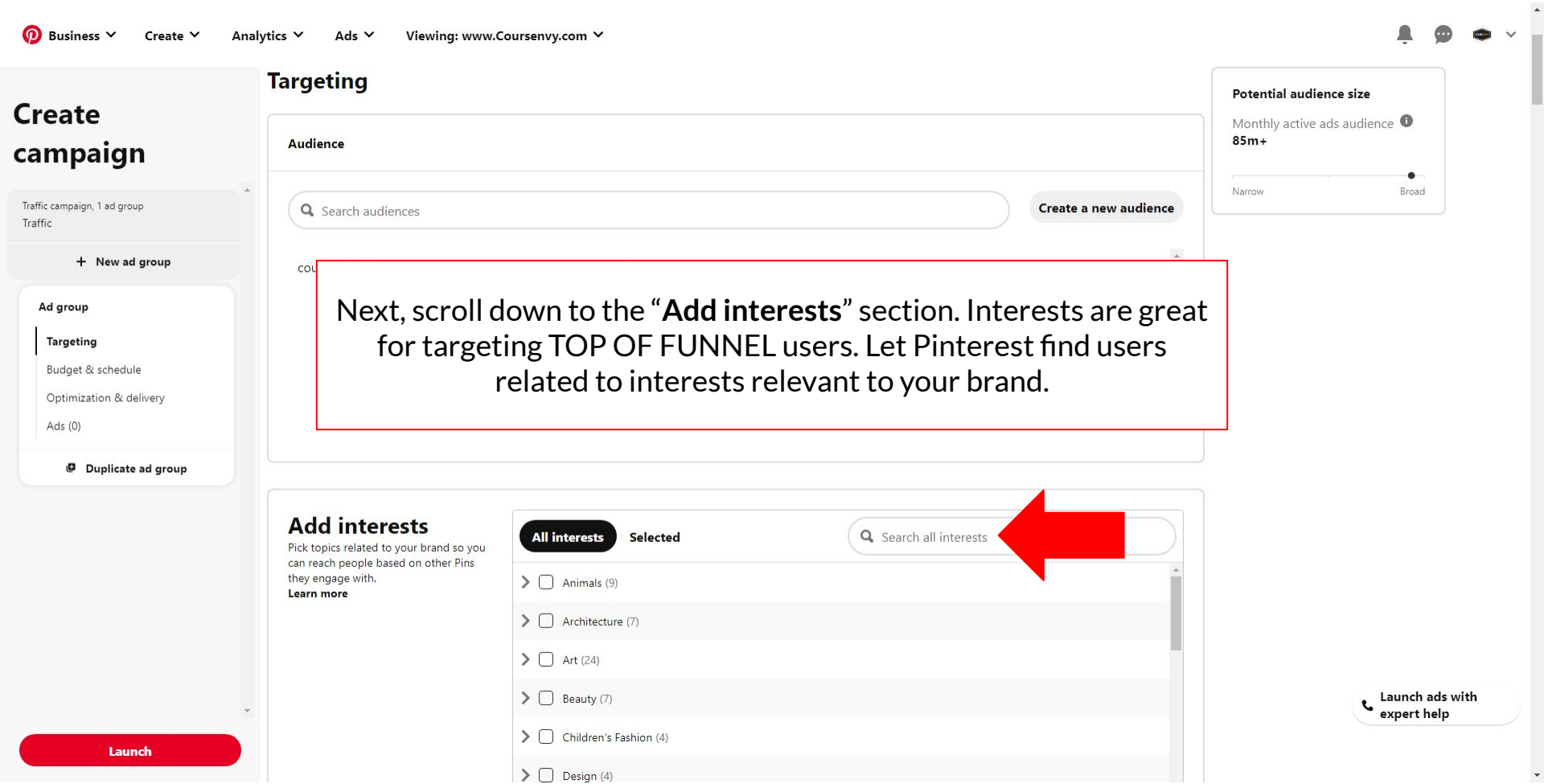
- On the Targeting step, you can select **who** will see your Pinterest ad.
- This includes audiences, interests, keywords, varying demographics and advanced options.

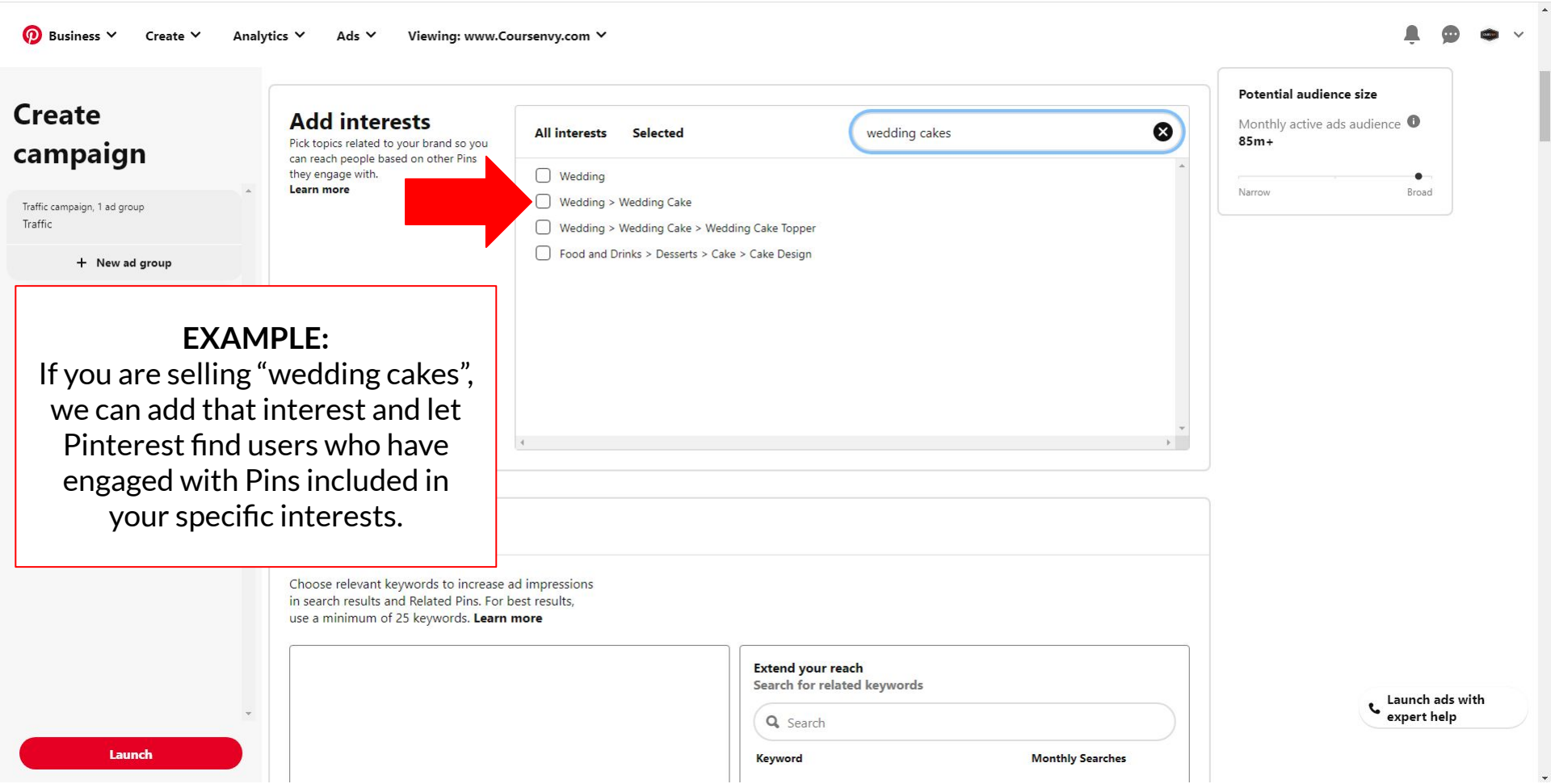


If you are creating a campaign to RETARGET past audiences (e.g. website visitors), this is how you create these retargeting campaigns.

Audiences are perfect for retargeting people who visited your website, but didn't convert. You can work those users down your sales funnels via audiences!




Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Traffic campaign, 1 ad group
Traffic
New ad group
Ad group
Targeting
Budget & schedule
Optimization & delivery
Ads (0)
Duplicate ad group
Launch
Targeting
Audience
Search audiences
Create a new audience
Potential audience size
Monthly active ads audience
85m+
Narrow
Broad
Next, scroll down to the "Add interests" section. Interests are great for targeting TOP OF FUNNEL users. Let Pinterest find users related to interests relevant to your brand.
Add interests
Pick topics related to your brand so you can reach people based on other Pins they engage with.
Learn more
All interests
Selected
Search all interests
Animals (9)
Architecture (7)
Art (24)
Beauty (7)
Children's Fashion (4)
Design (4)
Launch ads with expert help

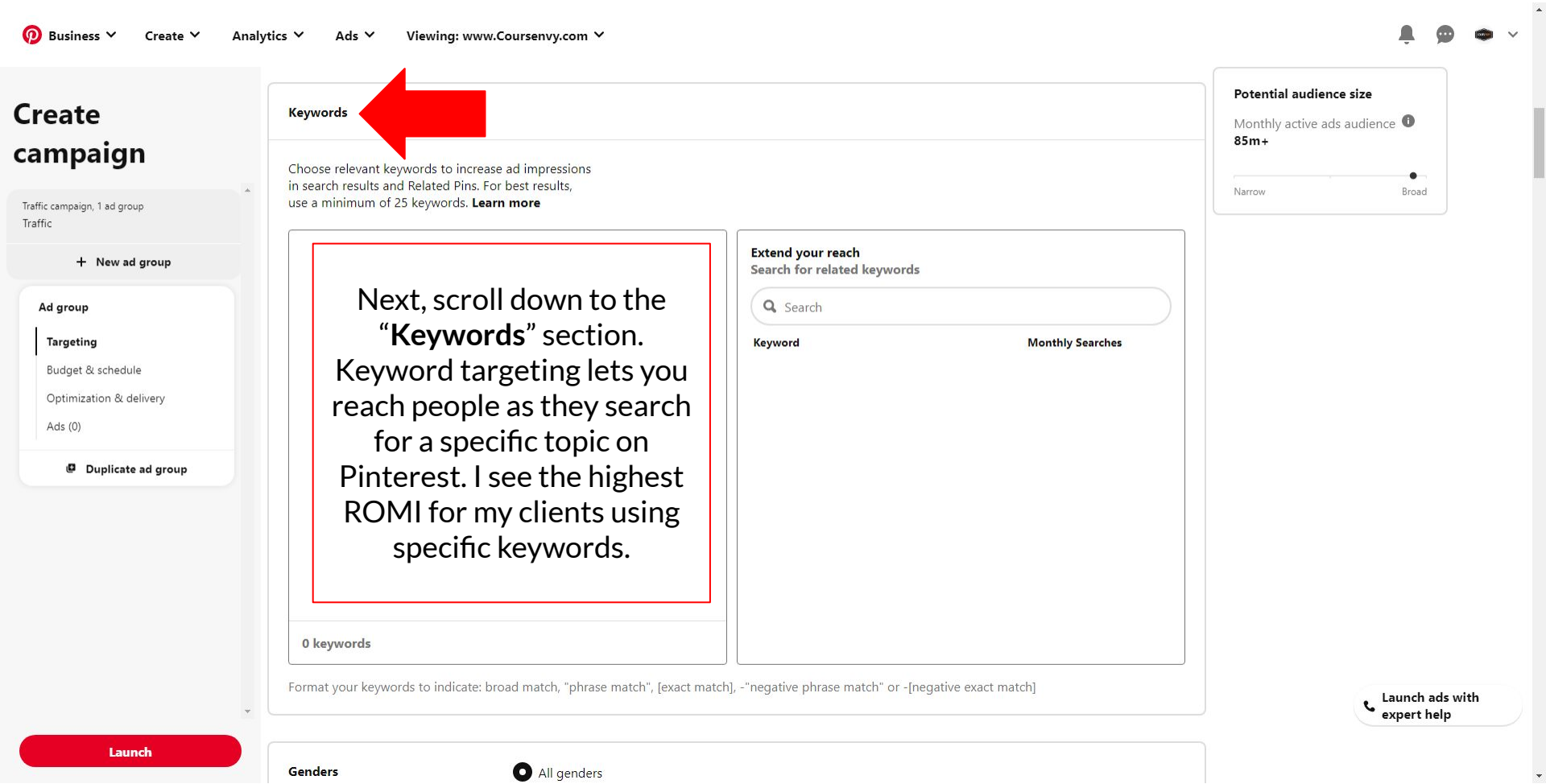

Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Traffic campaign, 1 ad group
Traffic
New ad group
Add interests
Pick topics related to your brand so you can reach people based on other Pins they engage with.
Learn more
All interests
Selected
wedding cakes
Wedding
Wedding > Wedding Cake
Wedding > Wedding Cake > Wedding Cake Topper
Food and Drinks > Desserts > Cake > Cake Design
Potential audience size
Monthly active ads audience
85m+
Narrow
Broad
EXAMPLE:
If you are selling "wedding cakes", we can add that interest and let Pinterest find users who have engaged with Pins included in your specific interests.
Choose relevant keywords to increase ad impressions in search results and Related Pins. For best results, use a minimum of 25 keywords. Learn more
Extend your reach
Search for related keywords
Search
Keyword
Monthly Searches
Launch
Launch ads with expert help

Pinterest Ad Targeting → Interests

From my experience marketing for clients on Pinterest, I find that for most brands, the "Interest" option alone is a bit too broad and truly only good for top of funnel split testing for targeting.

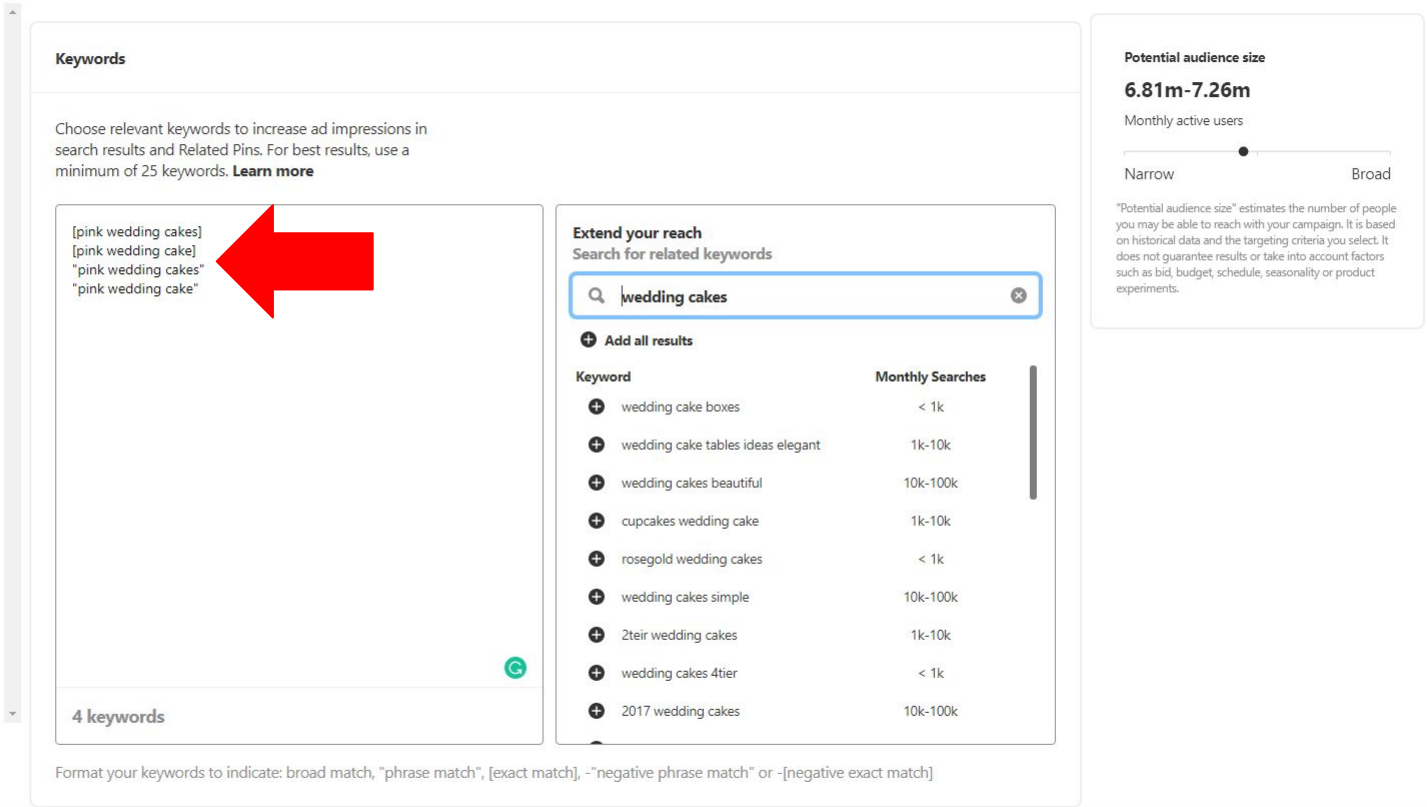
SPLIT TEST EXAMPLE: Ad #1 target "Wedding" interest, Ad #2 target "Wedding Cake" interest. After 3-7 days (or 1,000 impressions), I will review this split test to see which ad created better results.

If you have a brand with a wide variety of products all targeting one of these Interests, this is a great variable to test in one version of your ads to see if it creates conversions for you. One note, I often say "conversions" as the goal… that can mean many things. Whether that is for you… a click, a sale, an email sign up… you want to be always split testing **ONE** variable at a time in these ads to make them more and more optimized for the results you want and the best ROMI (return on marketing investment).

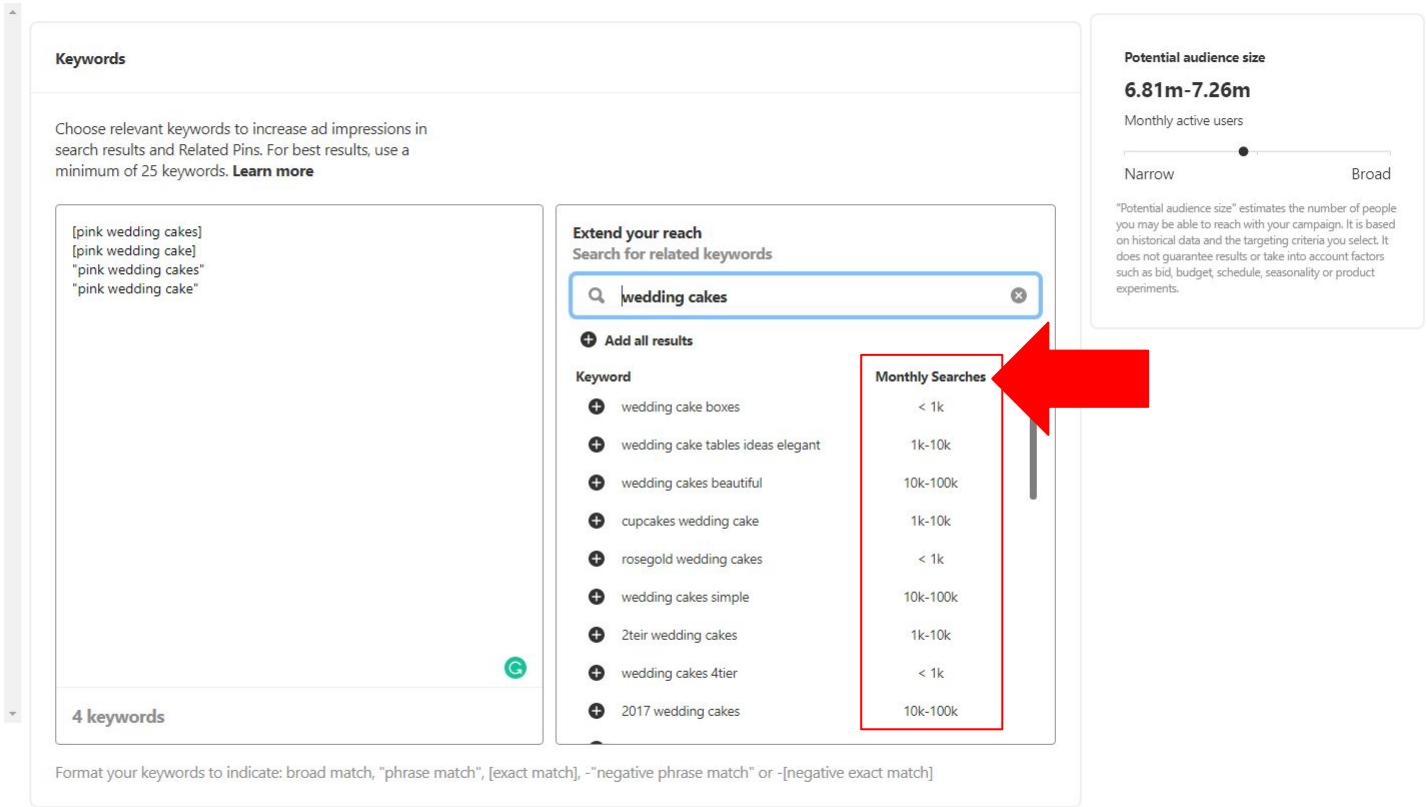

Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Traffic campaign, 1 ad group
Traffic
New ad group
Ad group
Targeting
Budget & schedule
Optimization & delivery
Ads (0)
Duplicate ad group
Launch
Keywords
Choose relevant keywords to increase ad impressions in search results and Related Pins. For best results, use a minimum of 25 keywords. Learn more
Next, scroll down to the "Keywords" section. Keyword targeting lets you reach people as they search for a specific topic on Pinterest. I see the highest ROMI for my clients using specific keywords.
0 keywords
Extend your reach
Search for related keywords
Search
Keyword
Monthly Searches
Format your keywords to indicate: broad match, "phrase match", [exact match], -"negative phrase match" or -[negative exact match]
Potential audience size
Monthly active ads audience
85m+
Narrow
Broad
Launch ads with expert help
Genders
All genders

EXAMPLE:

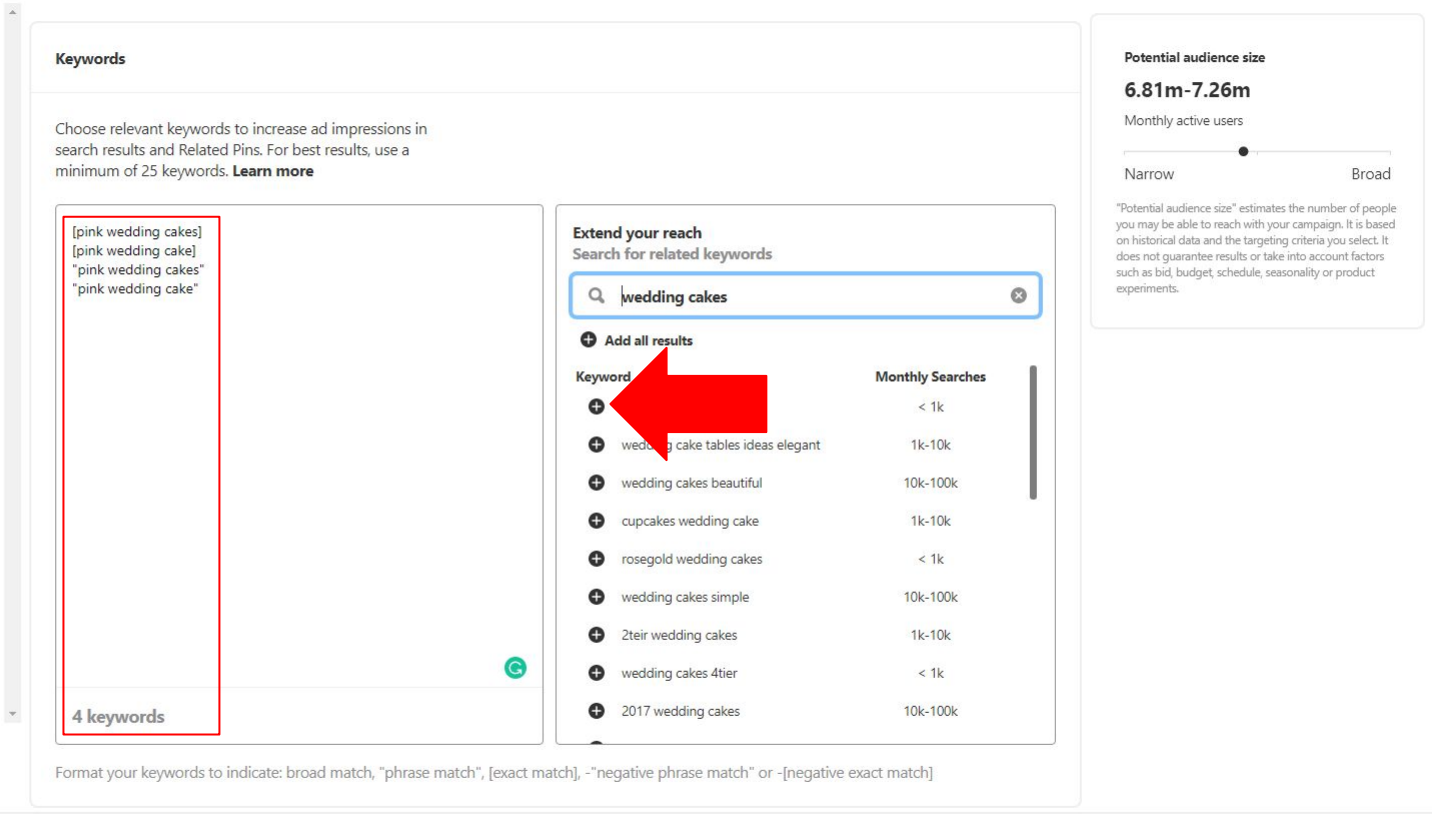
If you are selling “pink wedding cakes”, you can add that EXACT MATCH [keyword] and PHRASE MATCH “keyword” to have our ad appear in users search results for these SPECIFIC keywords.


Keywords
Choose relevant keywords to increase ad impressions in search results and Related Pins. For best results, use a minimum of 25 keywords. Learn more
[pink wedding cakes]
[pink wedding cake]
"pink wedding cakes"
"pink wedding cake"
4 keywords
Extend your reach
Search for related keywords
wedding cakes
Add all results
Keyword
Monthly Searches
wedding cake boxes
< 1k
wedding cake tables ideas elegant
1k-10k
wedding cakes beautiful
10k-100k
cupcakes wedding cake
1k-10k
rosegold wedding cakes
< 1k
wedding cakes simple
10k-100k
2teir wedding cakes
1k-10k
wedding cakes 4tier
< 1k
2017 wedding cakes
10k-100k
Format your keywords to indicate: broad match, "phrase match", [exact match], -"negative phrase match" or -[negative exact match]
Potential audience size
6.81m-7.26m
Monthly active users
Narrow
Broad
"Potential audience size" estimates the number of people you may be able to reach with your campaign. It is based on historical data and the targeting criteria you select. It does not guarantee results or take into account factors such as bid, budget, schedule, seasonality or product experiments.

You can also research the keyword monthly search volume on Pinterest via the keyword search box to see your potential audience size for each keyword.


Keywords
Choose relevant keywords to increase ad impressions in search results and Related Pins. For best results, use a minimum of 25 keywords. Learn more
[pink wedding cakes]
[pink wedding cake]
"pink wedding cakes"
"pink wedding cake"
4 keywords
Extend your reach
Search for related keywords
wedding cakes
Add all results
Keyword
Monthly Searches
wedding cake boxes
< 1k
wedding cake tables ideas elegant
1k-10k
wedding cakes beautiful
10k-100k
cupcakes wedding cake
1k-10k
rosegold wedding cakes
< 1k
wedding cakes simple
10k-100k
2teir wedding cakes
1k-10k
wedding cakes 4tier
< 1k
2017 wedding cakes
10k-100k
Format your keywords to indicate: broad match, "phrase match", [exact match], -"negative phrase match" or -[negative exact match]
Potential audience size
6.81m-7.26m
Monthly active users
Narrow
Broad
"Potential audience size" estimates the number of people you may be able to reach with your campaign. It is based on historical data and the targeting criteria you select. It does not guarantee results or take into account factors such as bid, budget, schedule, seasonality or product experiments.

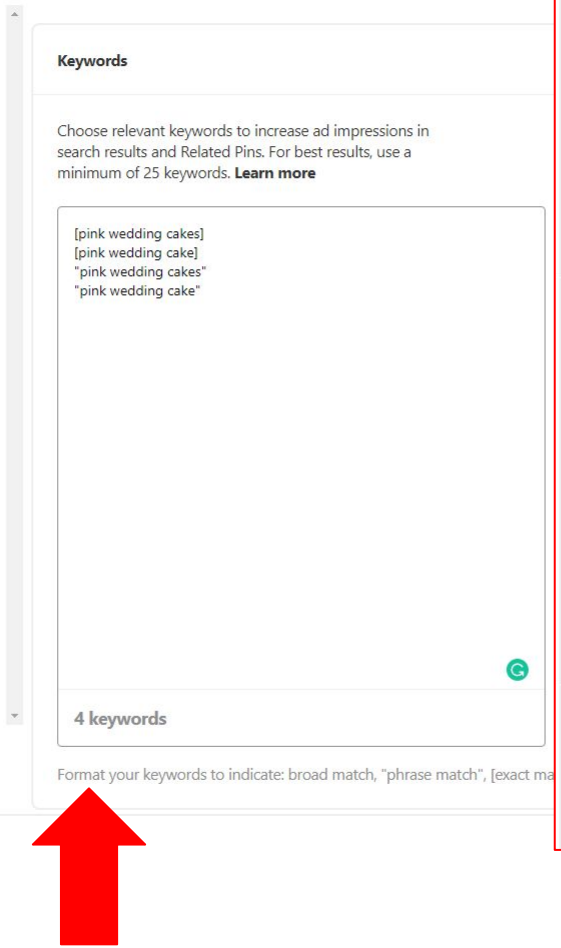
Click the “+” sign next to each keyword you want to add to your targeted keyword list.


Keywords
Choose relevant keywords to increase ad impressions in search results and Related Pins. For best results, use a minimum of 25 keywords. Learn more
[pink wedding cakes]
[pink wedding cake]
"pink wedding cakes"
"pink wedding cake"
4 keywords
Extend your reach
Search for related keywords
wedding cakes
Add all results
Keyword
Monthly Searches
< 1k
wedding cake tables ideas elegant
1k-10k
wedding cakes beautiful
10k-100k
cupcakes wedding cake
1k-10k
rosegold wedding cakes
< 1k
wedding cakes simple
10k-100k
2teir wedding cakes
1k-10k
wedding cakes 4tier
< 1k
2017 wedding cakes
10k-100k
Format your keywords to indicate: broad match, "phrase match", [exact match], -"negative phrase match" or -[negative exact match]
Potential audience size
6.81m-7.26m
Monthly active users
Narrow
Broad
"Potential audience size" estimates the number of people you may be able to reach with your campaign. It is based on historical data and the targeting criteria you select. It does not guarantee results or take into account factors such as bid, budget, schedule, seasonality or product experiments.

Notice the formatting I added to my keywords, including the brackets [keyword] and quotations “keyword”. These are match types formats.

To learn more about keyword match types, go to:

https://help.pinterest.com/en/business/article/keyword-targeting

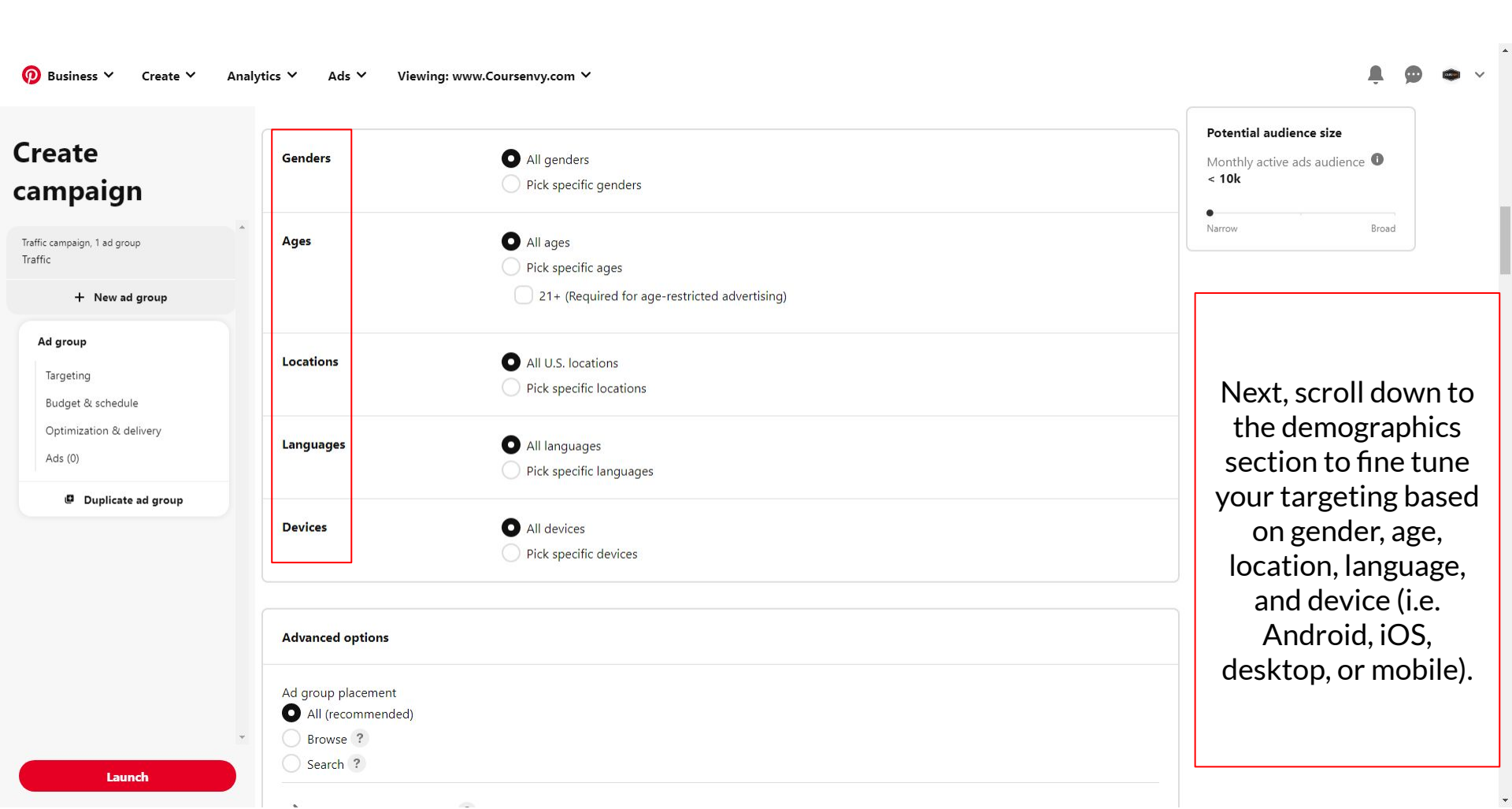

Keywords
Choose relevant keywords to increase ad impressions in search results and Related Pins. For best results, use a minimum of 25 keywords. Learn more
[pink wedding cakes]
[pink wedding cake]
"pink wedding cakes"
"pink wedding cake"
4 keywords
Format your keywords to indicate: broad match, "phrase match", [exact ma

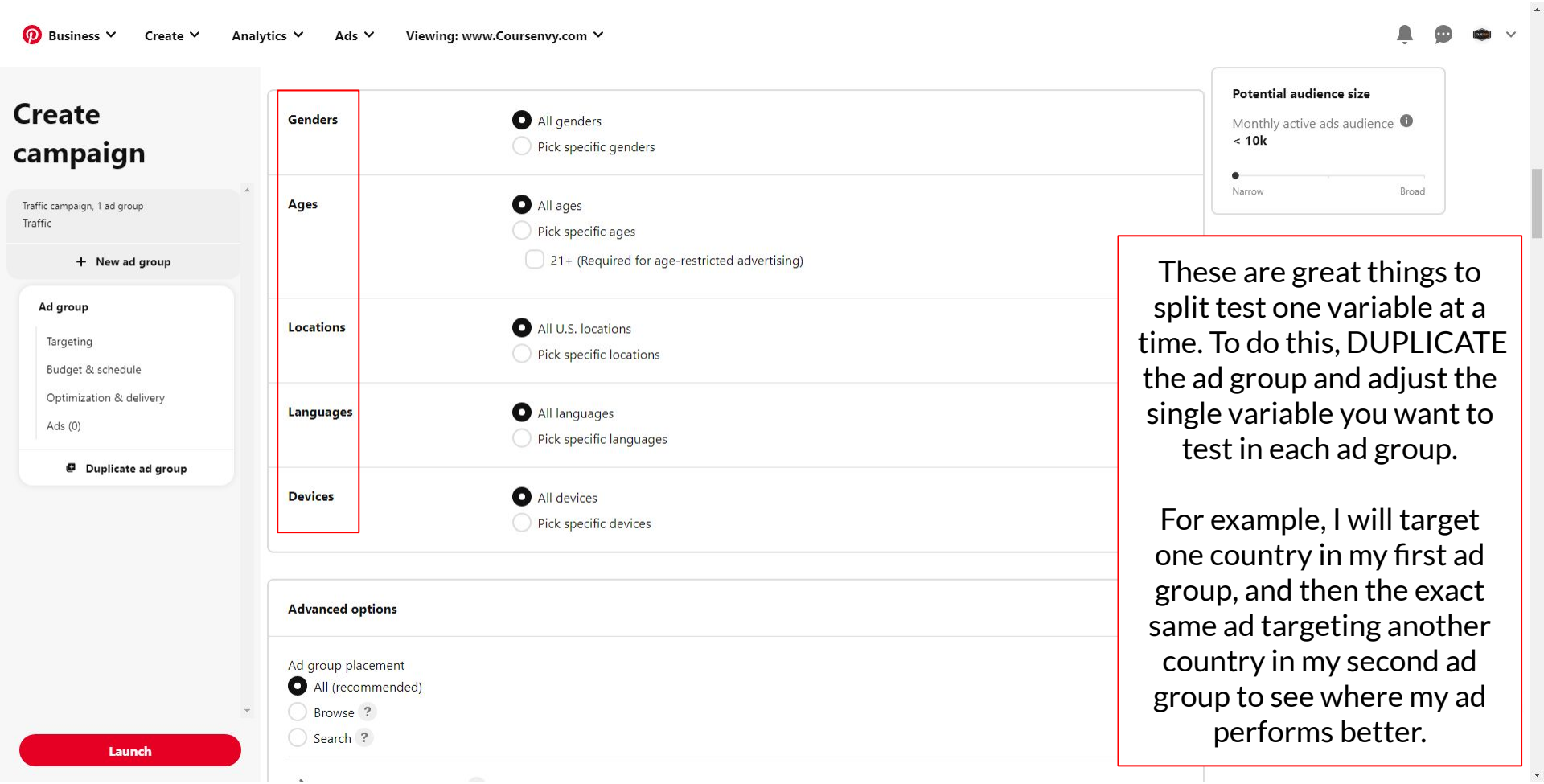
Match type	Summary	Example keyword	Eligible search	Ineligible search
Broad match (default)	Pins show for your own keyword as well as for misspellings, synonyms, and other related search terms. Word order does not matter.	Kitchen design	Kitchen decor ideas, wall paper designs	T-shirt ideas
Phrase match	Pins show on search terms that include the entire phrase contained in the specified keyword as well as misspellings and close variations of that phrase. The search term phrase must use the same word order as the keyword.	"Kitchen design"	Kitchen design ideas, Kitchen designs	Kitchen decor idea, Design kitchen
Exact match	Pins show on your exact keyword or on a close variation of that keyword. Word order	[Kitchen design]	Kitchen design, Kitchen designs	Kitchen design idea, Design kitchen, Kitchen decor

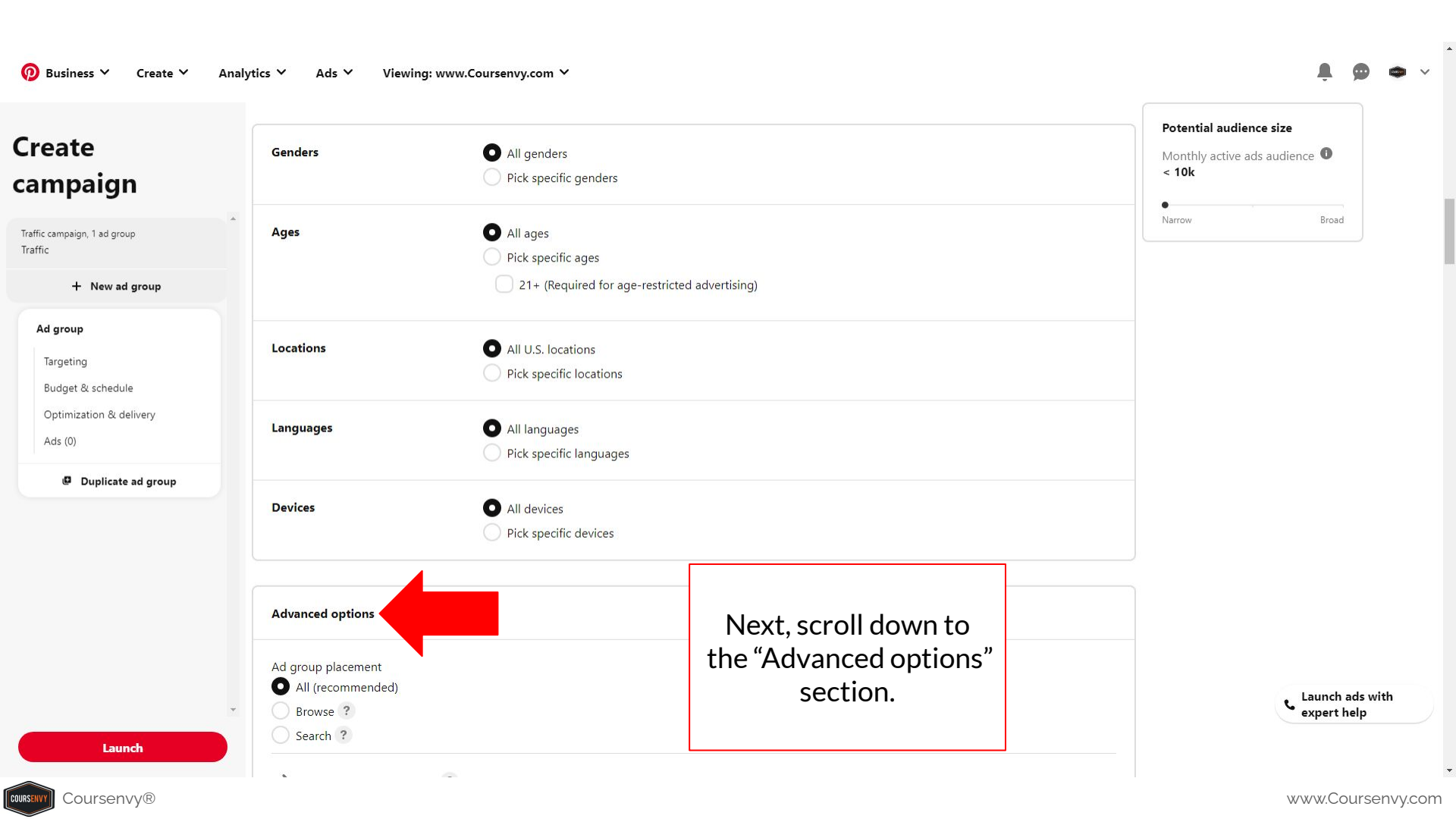
Pinterest Ad Targeting → Keywords

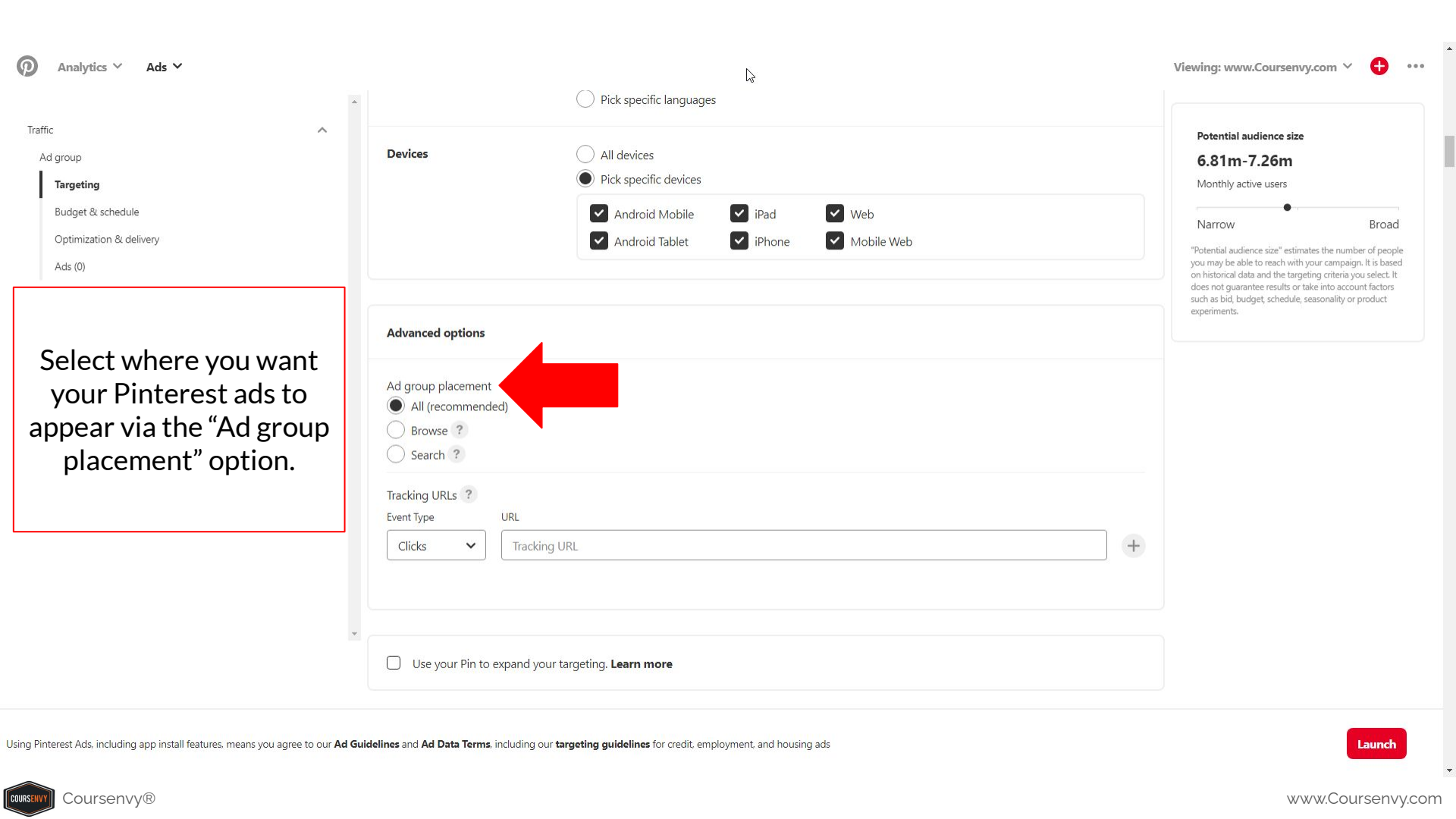
Keyword Match Types: https://help.pinterest.com/en/business/article/keyword-targeting

- So what do all these keyword match types mean? I use match types and negative keywords to target Pinterest users search terms with even more precision! You can fine tune your targeting with broad, phrase, and exact match keywords. These keyword match types will control which searches your ad appears in by using phrase and exact matches to narrow in on specific searches, or use broad match to reach a wider audience.
- Negative keywords let you exclude certain search terms from triggering your ads.
- When adding match types, use specific **operators** to indicate the match type. For broad match, leave a **keyword** as is, for phrase match use quotations around your **"keywords"**, and for exact match use brackets around your **[keywords]**.


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Traffic campaign, 1 ad group
Traffic
New ad group
Ad group
Targeting
Budget & schedule
Optimization & delivery
Ads (0)
Duplicate ad group
Launch
Genders
All genders
Pick specific genders
Ages
All ages
Pick specific ages
21+ (Required for age-restricted advertising)
Locations
All U.S. locations
Pick specific locations
Languages
All languages
Pick specific languages
Devices
All devices
Pick specific devices
Advanced options
Ad group placement
All (recommended)
Browse
Search
Potential audience size
Monthly active ads audience
< 10k
Narrow
Broad
Next, scroll down to the demographics section to fine tune your targeting based on gender, age, location, language, and device (i.e. Android, iOS, desktop, or mobile).


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Traffic campaign, 1 ad group
Traffic
New ad group
Ad group
Targeting
Budget & schedule
Optimization & delivery
Ads (0)
Duplicate ad group
Launch
Genders
All genders
Pick specific genders
Ages
All ages
Pick specific ages
21+ (Required for age-restricted advertising)
Locations
All U.S. locations
Pick specific locations
Languages
All languages
Pick specific languages
Devices
All devices
Pick specific devices
Advanced options
Ad group placement
All (recommended)
Browse
Search
Potential audience size
Monthly active ads audience
< 10k
Narrow
Broad
These are great things to split test one variable at a time. To do this, DUPLICATE the ad group and adjust the single variable you want to test in each ad group.
For example, I will target one country in my first ad group, and then the exact same ad targeting another country in my second ad group to see where my ad performs better.


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Traffic campaign, 1 ad group
Traffic
New ad group
Ad group
Targeting
Budget & schedule
Optimization & delivery
Ads (0)
Duplicate ad group
Launch
Genders
All genders
Pick specific genders
Ages
All ages
Pick specific ages
21+ (Required for age-restricted advertising)
Locations
All U.S. locations
Pick specific locations
Languages
All languages
Pick specific languages
Devices
All devices
Pick specific devices
Advanced options
Ad group placement
All (recommended)
Browse
Search
Potential audience size
Monthly active ads audience
< 10k
Narrow
Broad
Launch ads with expert help
Next, scroll down to the “Advanced options” section.


Analytics
Ads
Viewing: www.Coursenvy.com
Traffic
Ad group
Targeting
Budget & schedule
Optimization & delivery
Ads (0)
Pick specific languages
Devices
All devices
Pick specific devices
Android Mobile
iPad
Web
Android Tablet
iPhone
Mobile Web
Potential audience size
6.81m-7.26m
Monthly active users
Narrow
Broad
"Potential audience size" estimates the number of people you may be able to reach with your campaign. It is based on historical data and the targeting criteria you select. It does not guarantee results or take into account factors such as bid, budget, schedule, seasonality or product experiments.
Advanced options
Ad group placement
All (recommended)
Browse
Search
Tracking URLs
Event Type
URL
Clicks
Tracking URL
Use your Pin to expand your targeting. Learn more
Select where you want your Pinterest ads to appear via the "Ad group placement" option.
Using Pinterest Ads, including app install features, means you agree to our Ad Guidelines and Ad Data Terms, including our targeting guidelines for credit, employment, and housing ads
Launch
Coursenvy®
www.Coursenvy.com

Campaign Placement

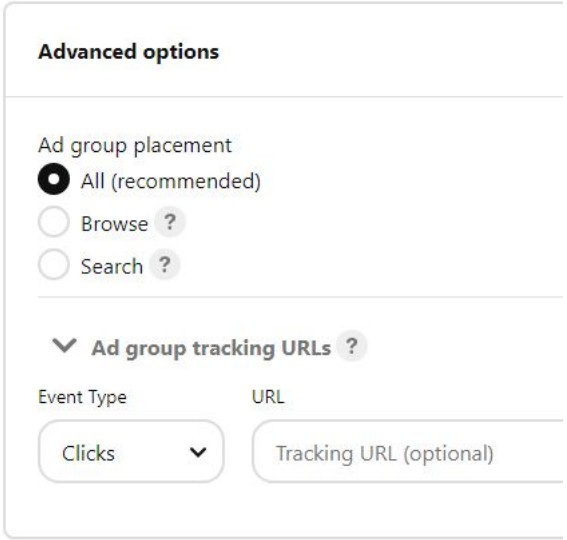
All = Your ads will appear in both Browse and Search areas.

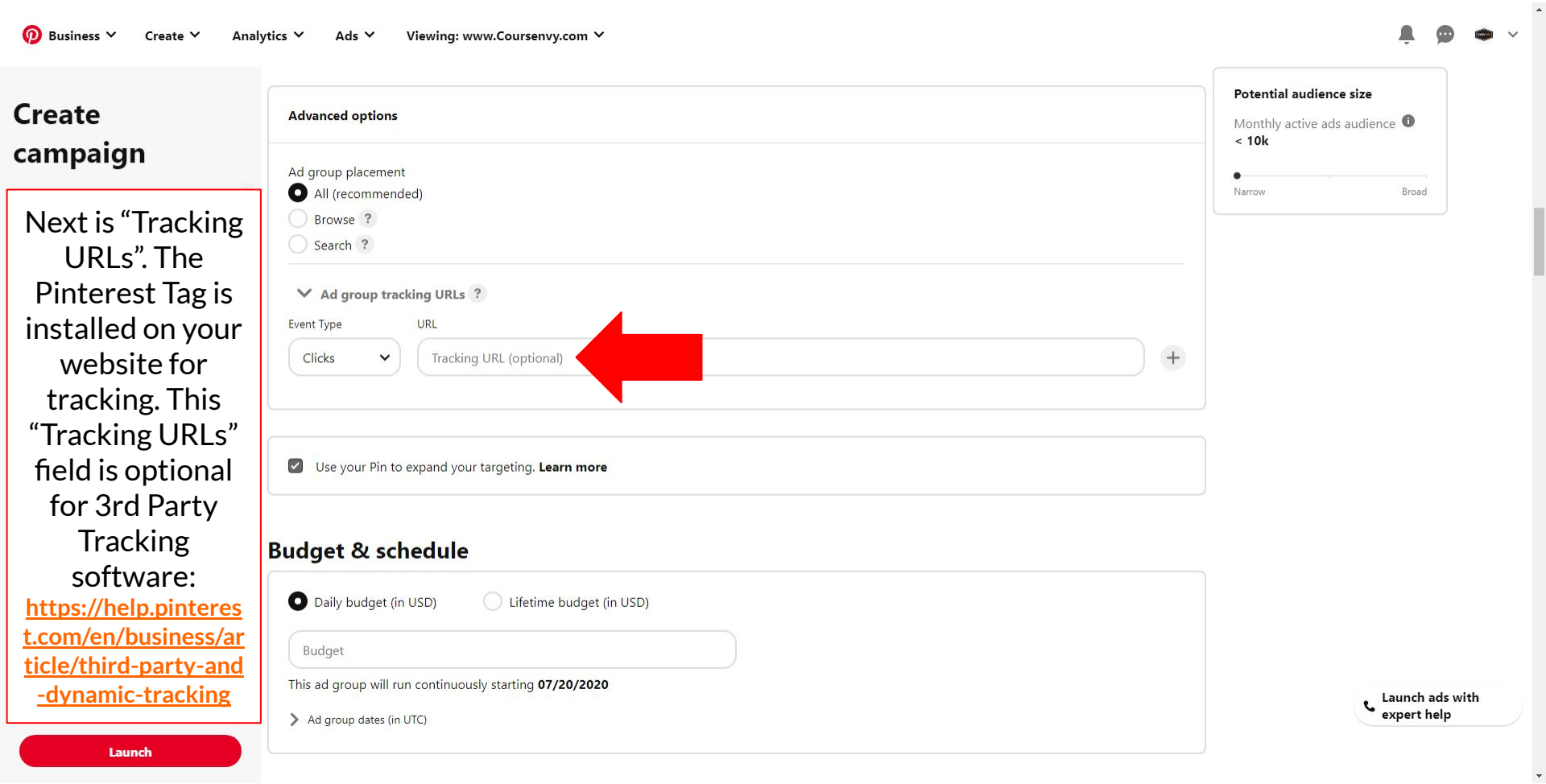
Browse = Your ads will appear as people browse their home Pinterest feed and related Pins.

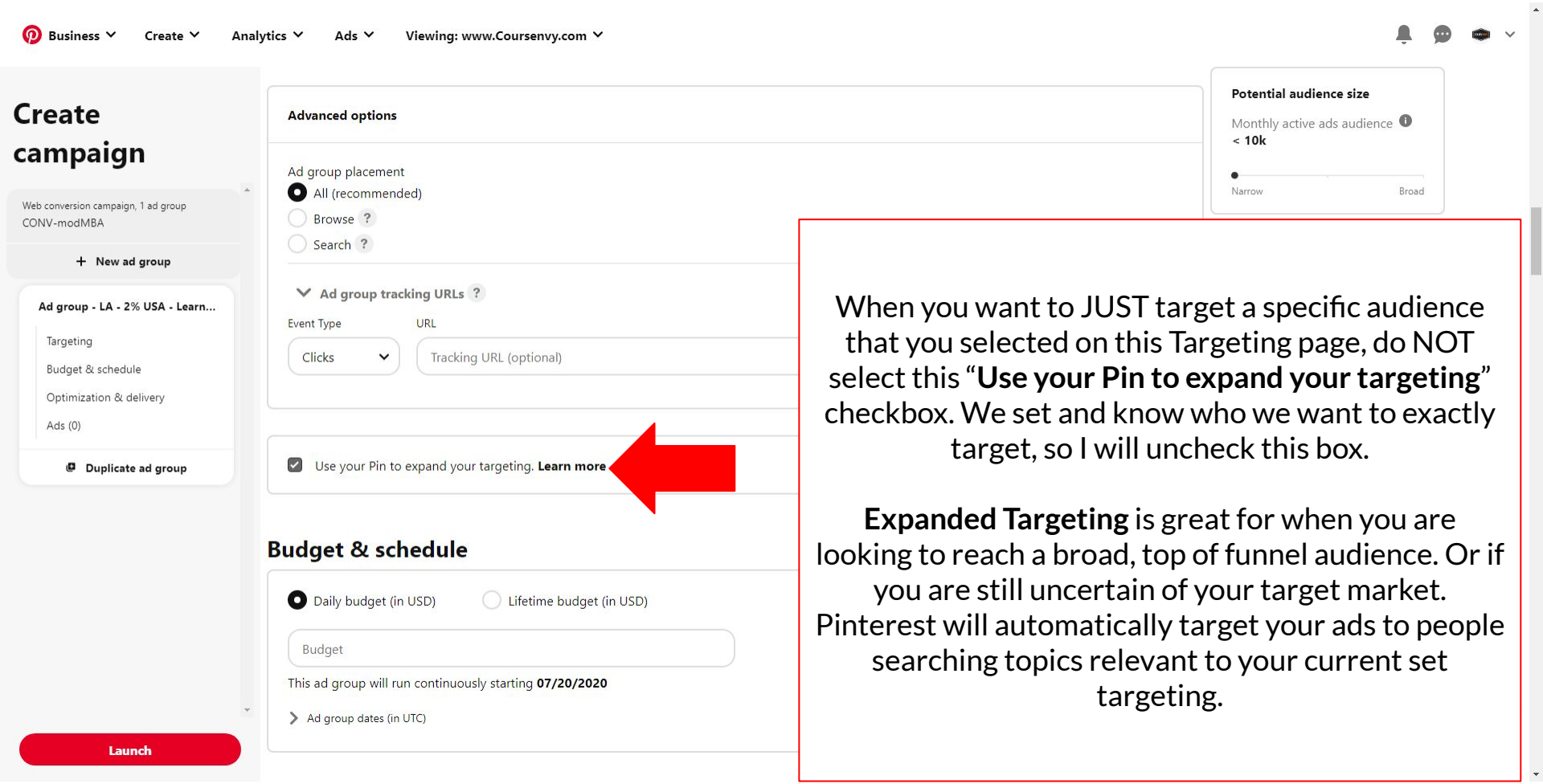
Search = Your ads will appear in search results and related Pins.

In certain niches for my varying clients (specifically very keyword specific products), I have found higher conversion rates for SEARCH placement only. Think about it, search = HIGHER intent compared to browsing!

PRO TIP: While I see the highest return on ad spend from SEARCH placement as it is more targeted, this is a great area to split test your campaigns (i.e. ALL vs SEARCH only)!



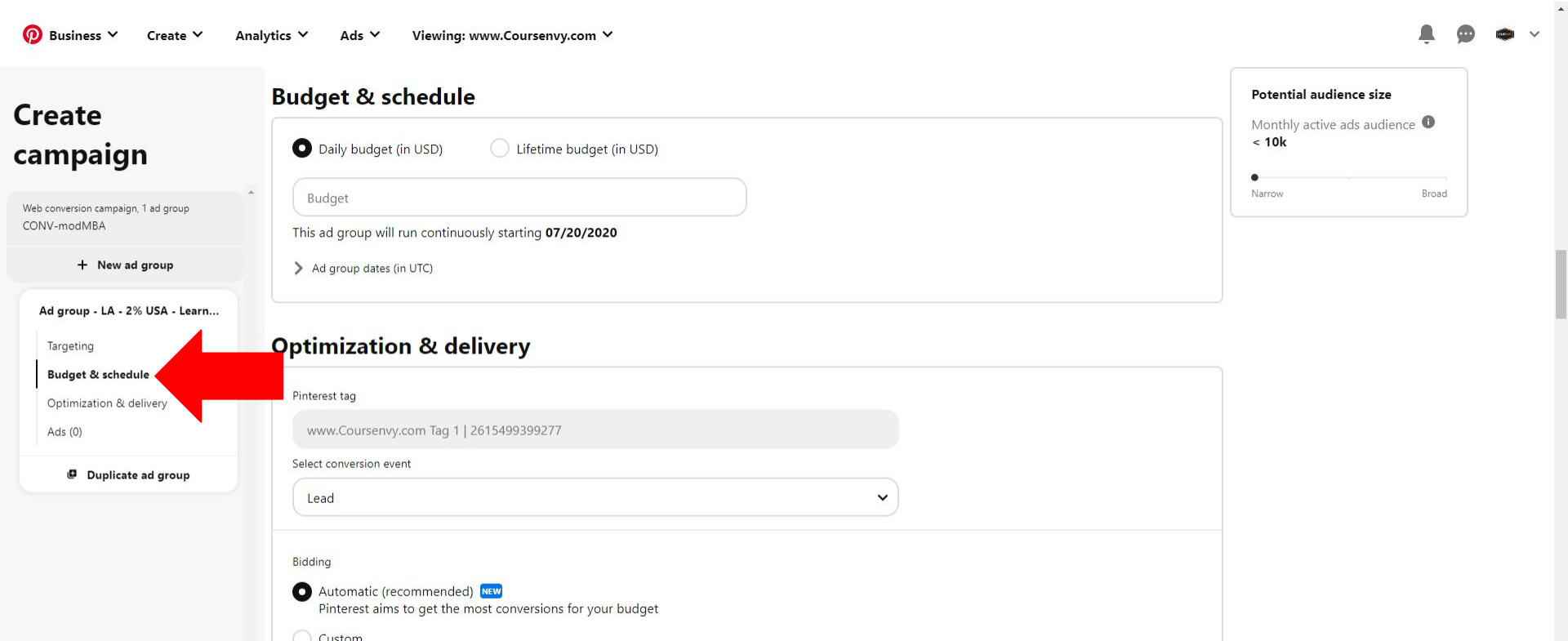

Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Next is “Tracking URLs”. The Pinterest Tag is installed on your website for tracking. This “Tracking URLs” field is optional for 3rd Party Tracking software: https://help.pinterest.com/en/business/article/third-party-and-dynamic-tracking
Launch
Advanced options
Ad group placement
All (recommended)
Browse
Search
Ad group tracking URLs
Event Type
URL
Clicks
Tracking URL (optional)
Use your Pin to expand your targeting. Learn more
Budget & schedule
Daily budget (in USD)
Lifetime budget (in USD)
Budget
This ad group will run continuously starting 07/20/2020
Ad group dates (in UTC)
Potential audience size
Monthly active ads audience
< 10k
Narrow
Broad
Launch ads with expert help

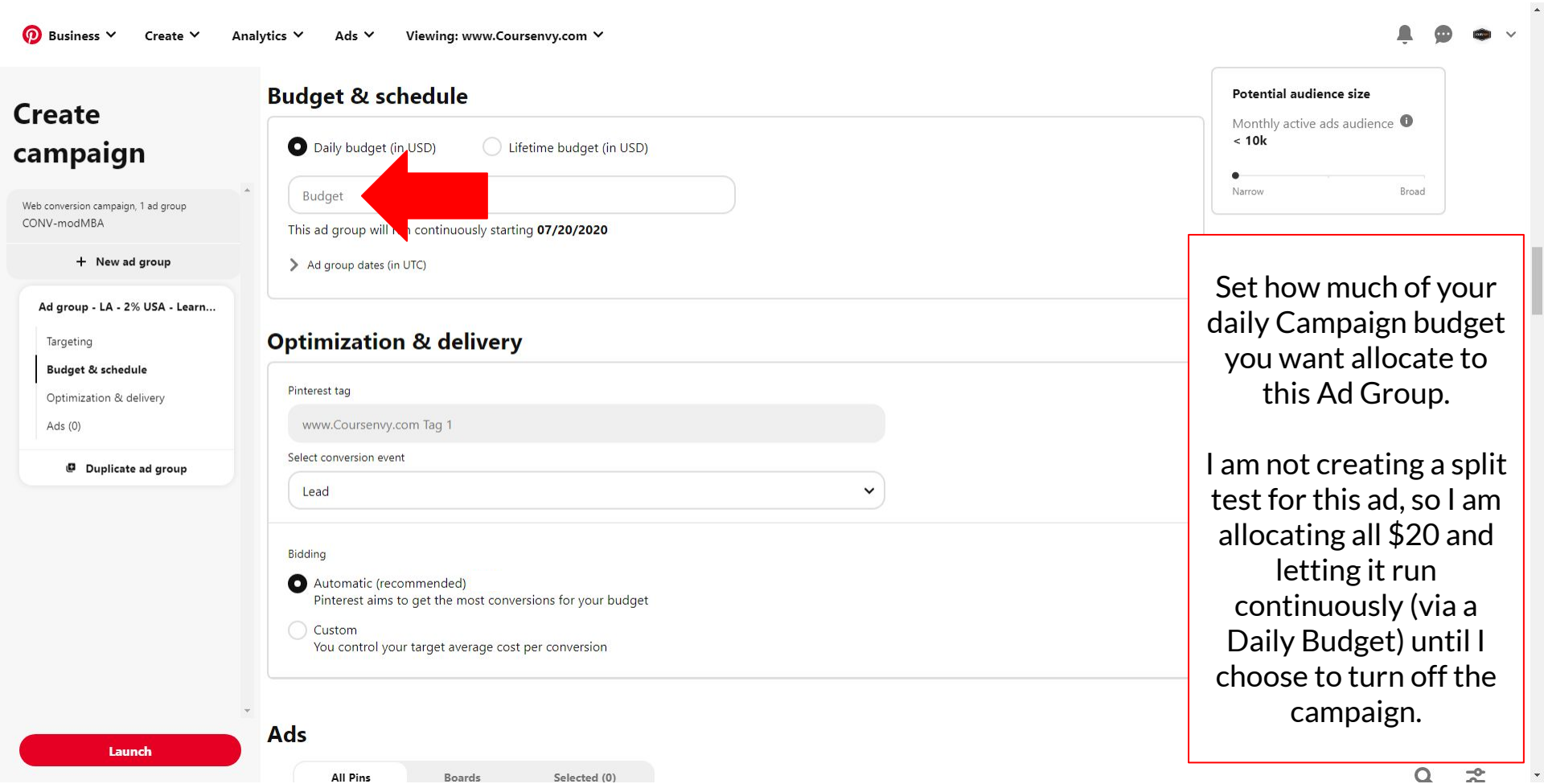


When you want to JUST target a specific audience that you selected on this Targeting page, do NOT select this "**Use your Pin to expand your targeting**" checkbox. We set and know who we want to exactly target, so I will uncheck this box.

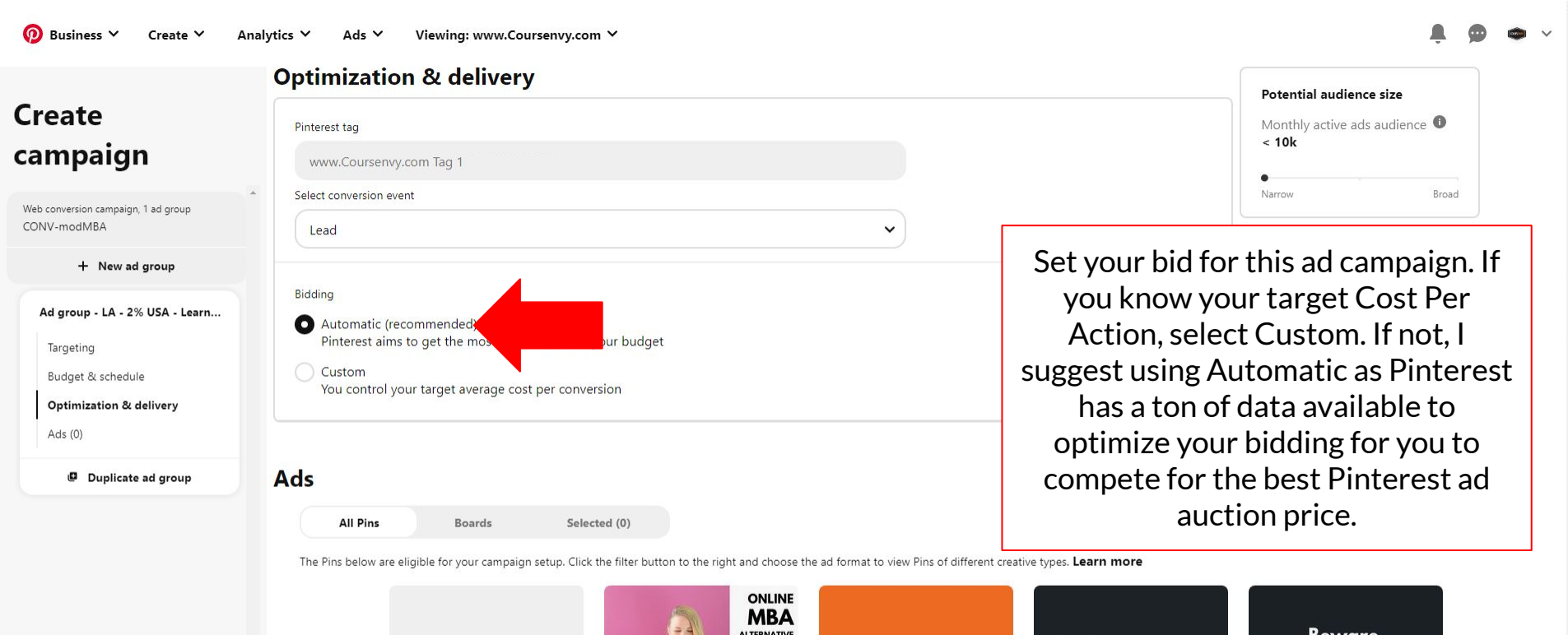
Expanded Targeting is great for when you are looking to reach a broad, top of funnel audience. Or if you are still uncertain of your target market. Pinterest will automatically target your ads to people searching topics relevant to your current set targeting.

Step 4 → Budget & Schedule

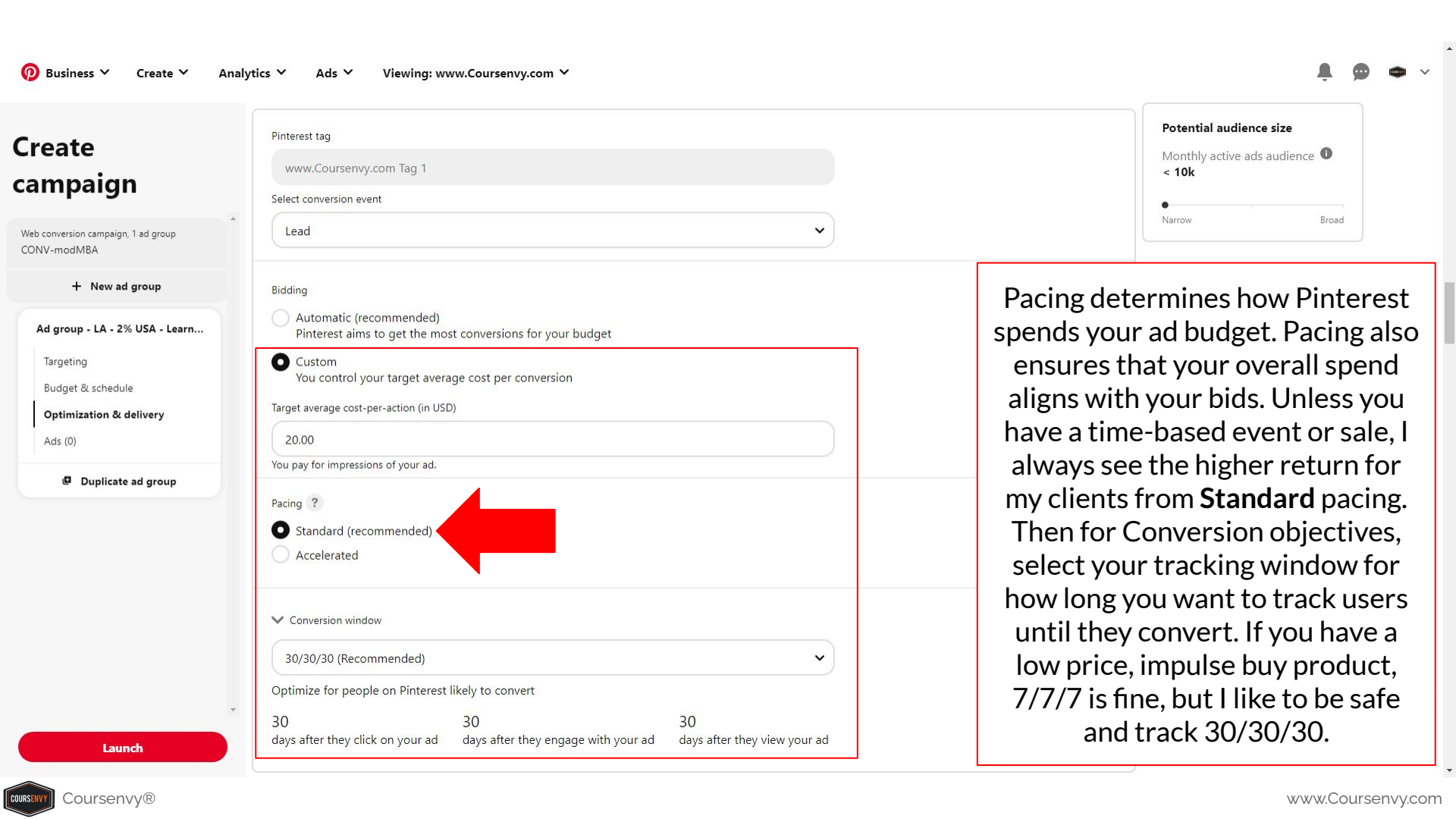



Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Web conversion campaign, 1 ad group
CONV-modMBA
New ad group
Ad group - LA - 2% USA - Learn...
Targeting
Budget & schedule
Optimization & delivery
Ads (0)
Duplicate ad group
Launch
Budget & schedule
Daily budget (in USD)
Lifetime budget (in USD)
Budget
This ad group will run continuously starting 07/20/2020
Ad group dates (in UTC)
Potential audience size
Monthly active ads audience
< 10k
Narrow
Broad
Optimization & delivery
Pinterest tag
www.Coursenvy.com Tag 1
Select conversion event
Lead
Bidding
Automatic (recommended)
Pinterest aims to get the most conversions for your budget
Custom
You control your target average cost per conversion
Ads
All Pins
Boards
Selected (0)
Set how much of your daily Campaign budget you want allocate to this Ad Group.
I am not creating a split test for this ad, so I am allocating all $20 and letting it run continuously (via a Daily Budget) until I choose to turn off the campaign.

Step 5 → Optimization & Delivery



Set your bid for this ad campaign. If you know your target Cost Per Action, select Custom. If not, I suggest using Automatic as Pinterest has a ton of data available to optimize your bidding for you to compete for the best Pinterest ad auction price.


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Web conversion campaign, 1 ad group
CONV-modMBA
New ad group
Ad group - LA - 2% USA - Learn...
Targeting
Budget & schedule
Optimization & delivery
Ads (0)
Duplicate ad group
Launch
Pinterest tag
www.Coursenvy.com Tag 1
Select conversion event
Lead
Bidding
Automatic (recommended)
Pinterest aims to get the most conversions for your budget
Custom
You control your target average cost per conversion
Target average cost-per-action (in USD)
20.00
You pay for impressions of your ad.
Pacing
Standard (recommended)
Accelerated
Conversion window
30/30/30 (Recommended)
Optimize for people on Pinterest likely to convert
30
days after they click on your ad
30
days after they engage with your ad
30
days after they view your ad
Potential audience size
Monthly active ads audience
< 10k
Narrow
Broad
Pacing determines how Pinterest spends your ad budget. Pacing also ensures that your overall spend aligns with your bids. Unless you have a time-based event or sale, I always see the higher return for my clients from Standard pacing. Then for Conversion objectives, select your tracking window for how long you want to track users until they convert. If you have a low price, impulse buy product, 7/7/7 is fine, but I like to be safe and track 30/30/30.

Business Create Analytics Ads Viewing: www.Coursenvy.com

Create campaign

Web conversion campaign, 1 ad group
CONV-modMBA

+ New ad group

Ad group - LA - 2% USA - Learn...

- Targeting
- Budget & schedule
- Optimization & delivery
- Ads (0)

Duplicate ad group

Launch

Optimization & delivery

Pinterest tag

www.Coursenvy.com Tag 1

Select conversion event

Lead

Bidding

- Automatic (recommended)
  Pinterest aims to get the most conversions for your budget
- Custom
  You control your target average cost per conversion

Potential audience size

Monthly active ads audience
< 10k

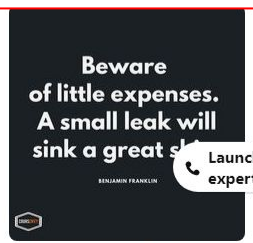
Narrow Broad

If you are creating a Conversion objective campaign, you will select the Conversion Event you want to track for this campaign in this dropdown menu.

Ads

All Pins | Boards | Selected (0)

The Pins below are eligible for your campaign setup. Click the filter button to the right and choose the ad format to view Pins of different creat



Create Pin

$99 Online MBA Alternative ...

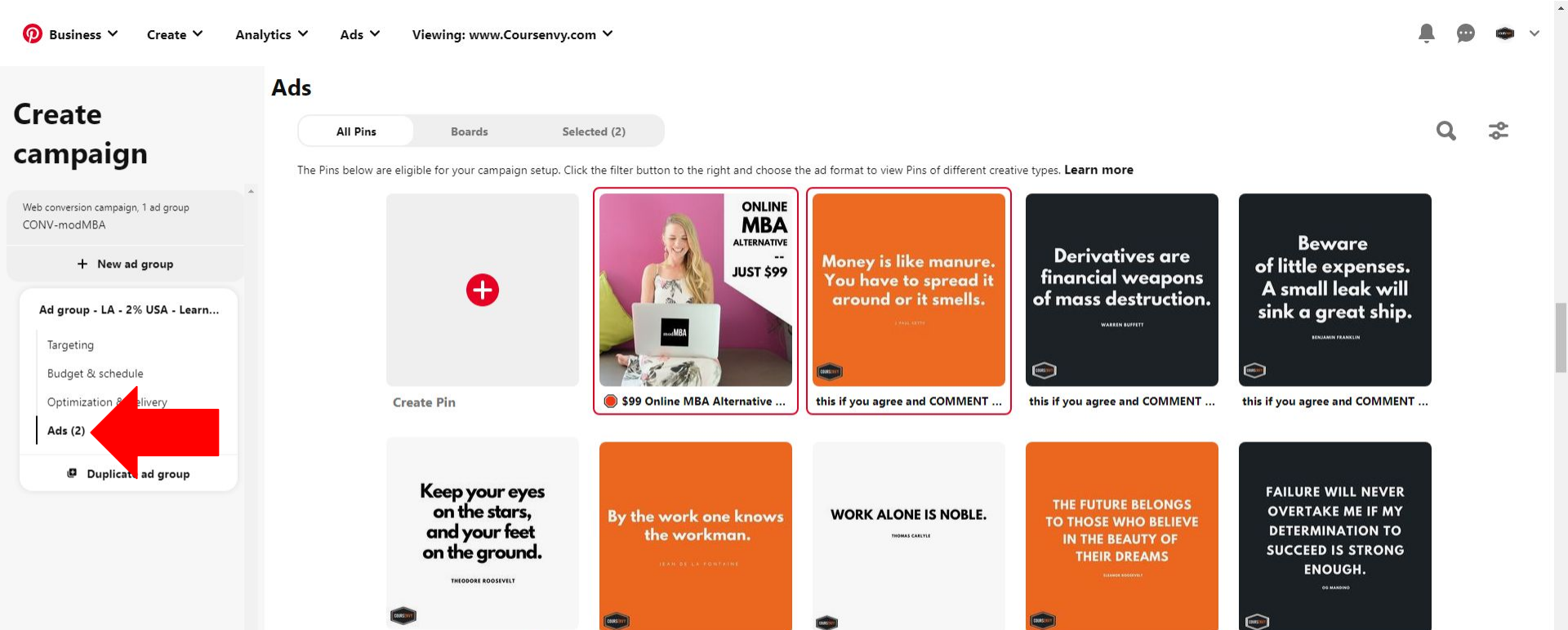
this if you agree and COMMENT ...

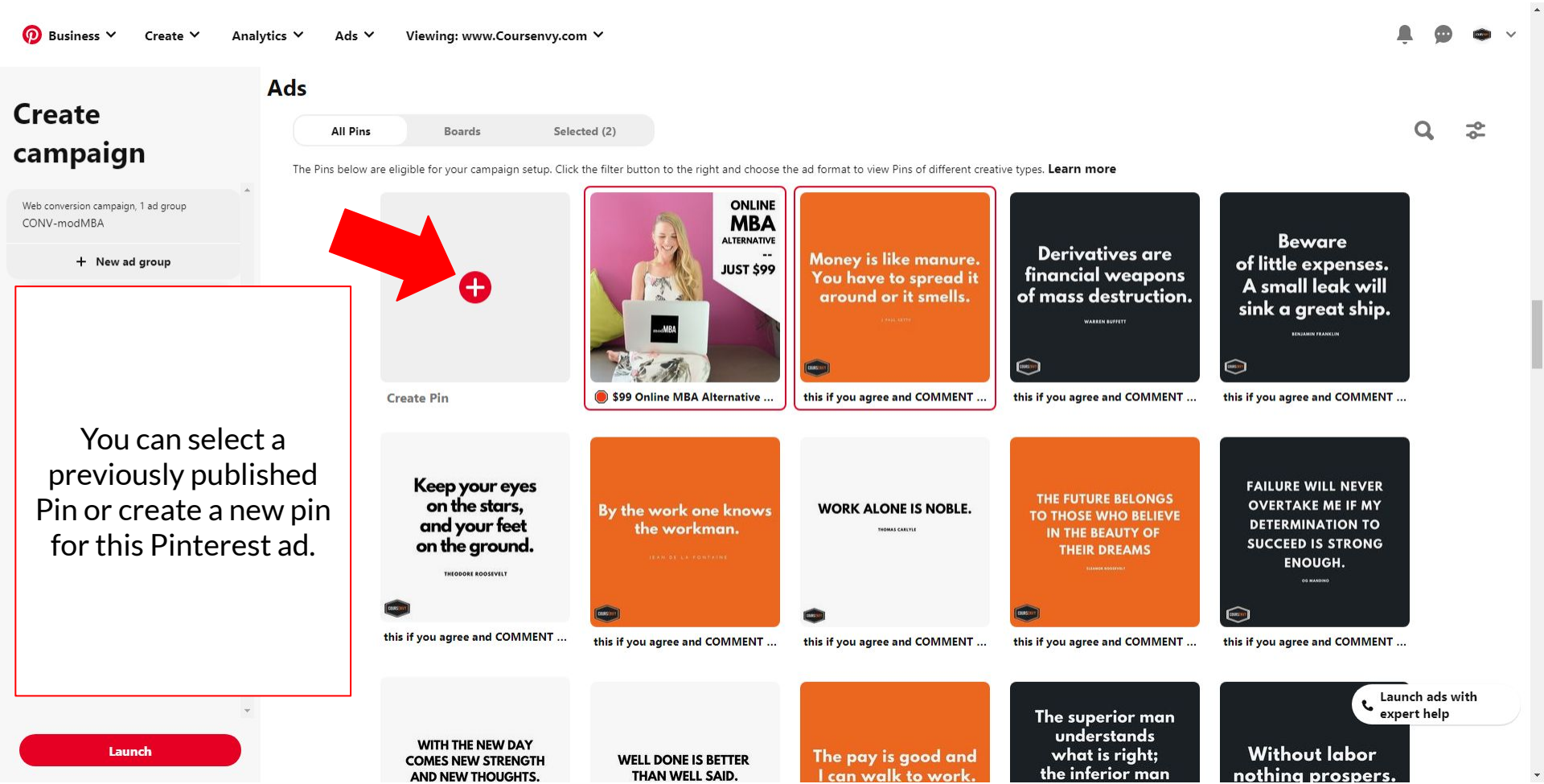
this if you agree and COMMENT ...

this if you agree and COMMENT ...

Launch ads with expert help

Step 6 → Ads


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Web conversion campaign, 1 ad group
CONV-modMBA
New ad group
Ad group - LA - 2% USA - Learn...
Targeting
Budget & schedule
Optimization & delivery
Ads (2)
Duplicate ad group
Ads
All Pins
Boards
Selected (2)
The Pins below are eligible for your campaign setup. Click the filter button to the right and choose the ad format to view Pins of different creative types. Learn more
Create Pin
ONLINE MBA ALTERNATIVE -- JUST $99
$99 Online MBA Alternative ...
Money is like manure. You have to spread it around or it smells.
this if you agree and COMMENT ...
Derivatives are financial weapons of mass destruction.
WARREN BUFFETT
this if you agree and COMMENT ...
Beware of little expenses. A small leak will sink a great ship.
BENJAMIN FRANKLIN
this if you agree and COMMENT ...
Keep your eyes on the stars, and your feet on the ground.
THEODORE ROOSEVELT
By the work one knows the workman.
WORK ALONE IS NOBLE.
THOMAS CARLYLE
THE FUTURE BELONGS TO THOSE WHO BELIEVE IN THE BEAUTY OF THEIR DREAMS
FAILURE WILL NEVER OVERTAKE ME IF MY DETERMINATION TO SUCCEED IS STRONG ENOUGH.


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Web conversion campaign, 1 ad group
CONV-modMBA
New ad group
Launch
Ads
All Pins
Boards
Selected (2)
The Pins below are eligible for your campaign setup. Click the filter button to the right and choose the ad format to view Pins of different creative types. Learn more
Create Pin
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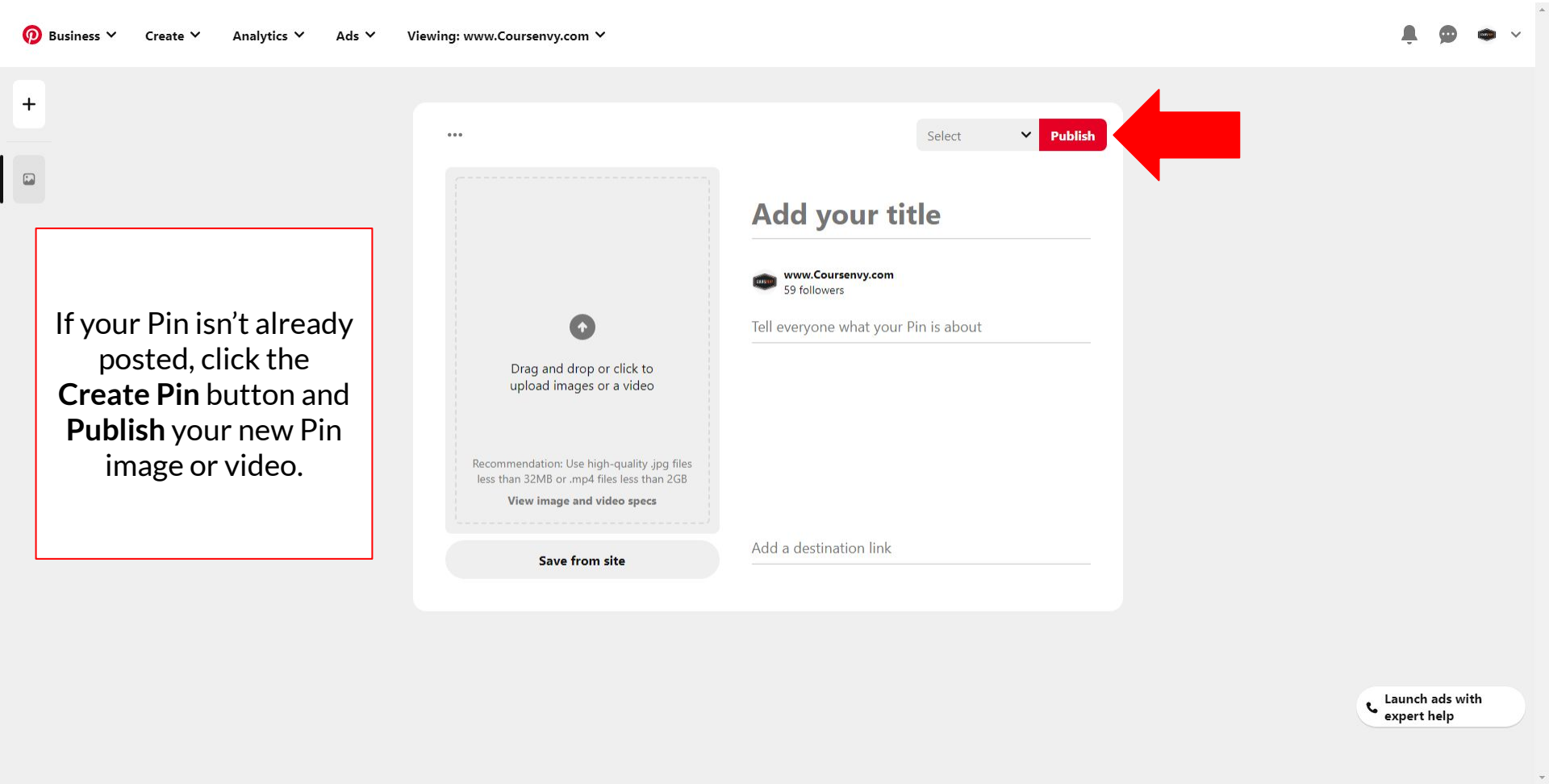
Beware of little expenses. A small leak will sink a great ship.
BENJAMIN FRANKLIN
Keep your eyes on the stars, and your feet on the ground.
THEODORE ROOSEVELT
By the work one knows the workman.
WORK ALONE IS NOBLE.
THOMAS CARLYLE
THE FUTURE BELONGS TO THOSE WHO BELIEVE IN THE BEAUTY OF THEIR DREAMS
FAILURE WILL NEVER OVERTAKE ME IF MY DETERMINATION TO SUCCEED IS STRONG ENOUGH.
WITH THE NEW DAY COMES NEW STRENGTH AND NEW THOUGHTS.
WELL DONE IS BETTER THAN WELL SAID.
The pay is good and I can walk to work.
The superior man understands what is right; the inferior man
Without labor nothing prospers.
Launch ads with expert help

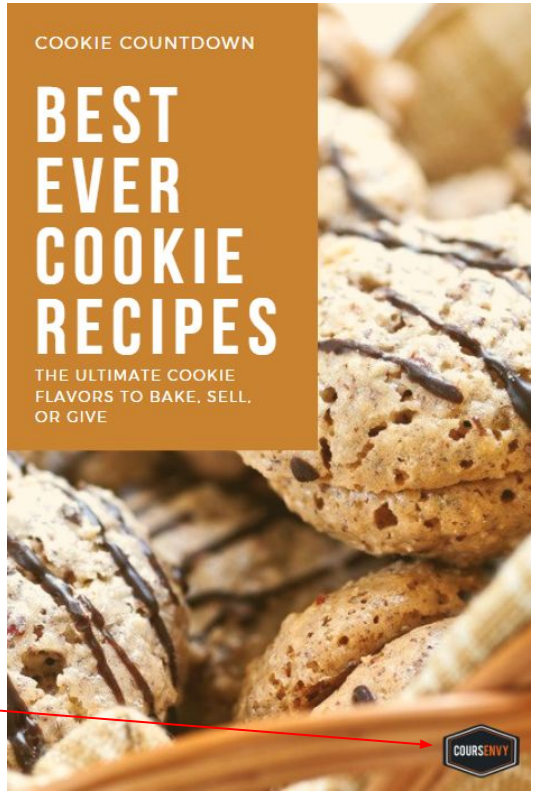
You can select a previously published Pin or create a new pin for this Pinterest ad.



If your Pin isn't already posted, click the **Create Pin** button and **Publish** your new Pin image or video.

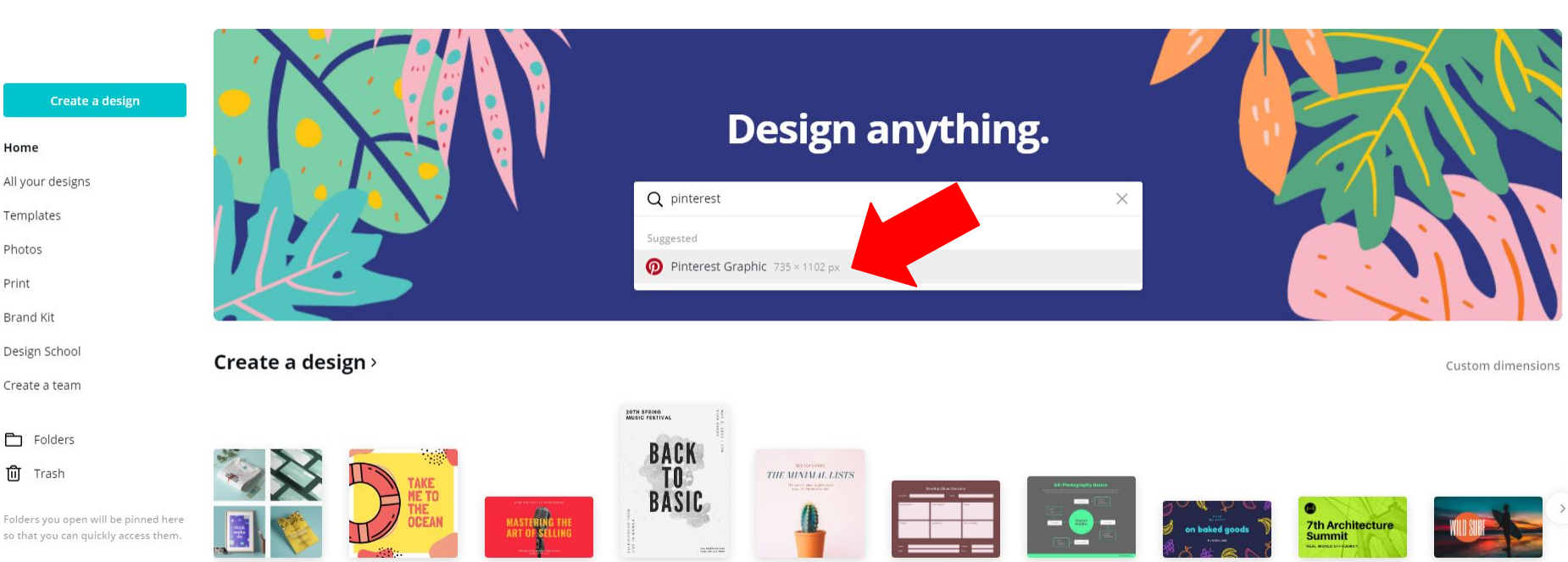
Pinterest Ad Pins

- The highest percent of Pinterest users are on mobile devices, so it is important to make sure your images are mobile friendly and easily understood when viewed in a vertical screen (remember, ideal dimensions are 600px wide x 900px high. Pins longer than 1560px high will get cropped).
- Take advantage of the **visual aspect** of the platform by SHOWING your value proposition. Use compelling images and videos!
- Consider including your logo/brand name within the Pin to grow your brand awareness!



Creating Pinterest Ad Pins

- I use Canva.com for all my social media image creation!



Pinterest Ad Pins

Detailed descriptions in your Pins are also very important in order to enhance the story behind the Pin.

- When someone clicks a Pin, they'll will see your description. A good description can make your image or video more compelling and actionable. Plus this is an area to increase your Pins SEO (search engine optimization) by using relevant keywords.

- **EXAMPLE:** If your objective is to increase traffic to your website, use the description to add a call to action—like "shop," "join," "find," "buy," or "click" to encourage people to **take action**!

Pinterest Ad Pins

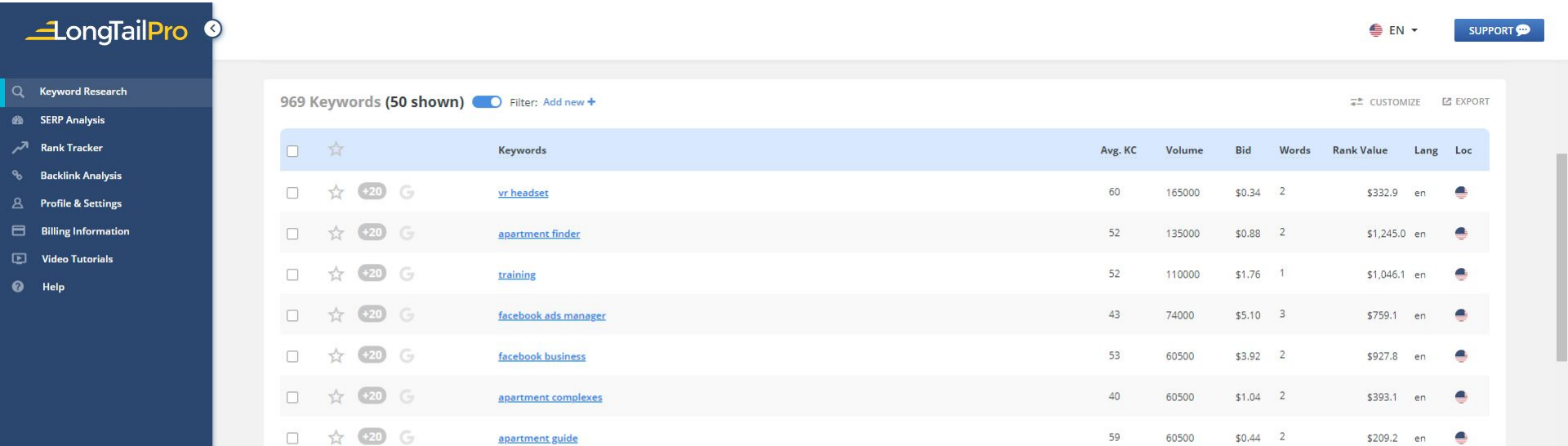
Optimize your Pins for search results on Pinterest.

- Make sure your Pins will show up in relevant searches by having a title and description that match the keywords you are targeting. Think about when you want your Pin to appear and who you want to see it. Avoid keywords that aren't **relevant** to the Pin.

- **EXAMPLE:** If you have a jewelry company that wants to appear in bridal jewelry searches, make sure you use keywords like "bridal jewelry" and "bride" in the Pin description and title.

PRO TIP: Research Keyword Search Volume

- When creating Pins, I will have another tab open on my Long Tail Pro software. I will search varying keywords to be inspired by other keywords suggested and select varying search volume keywords to include in my Pins! Learn more at: www.coursenvy.com/longtailpro



Pinterest Ad Pins

Make your Pins: **Beautiful**, **Helpful**, and **Actionable**

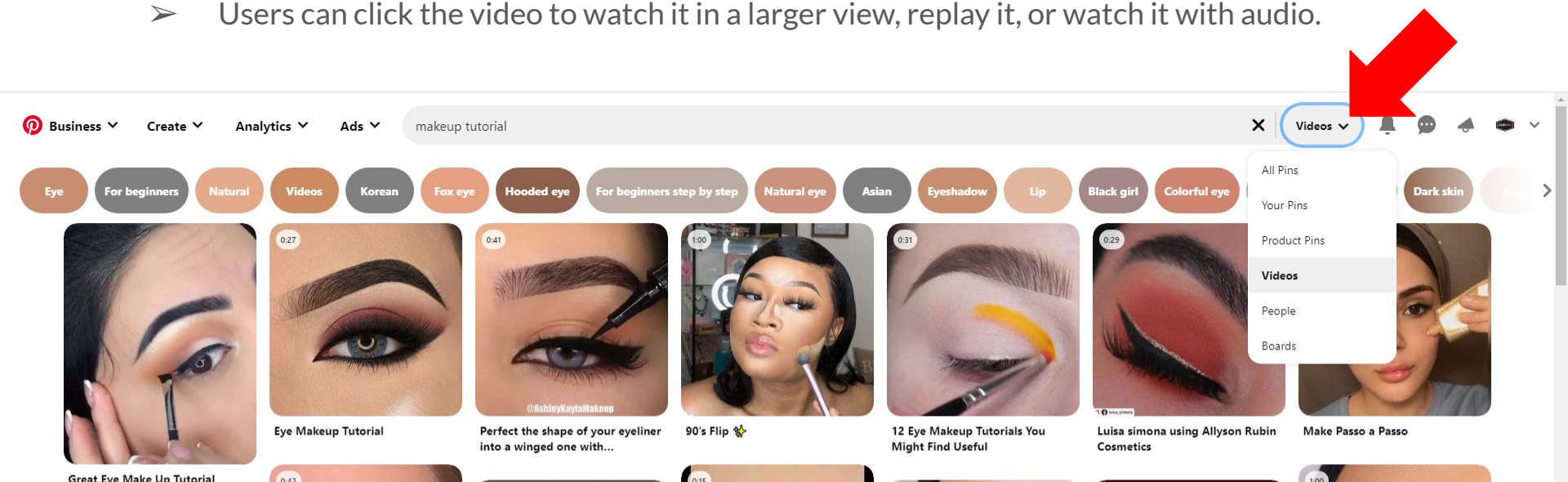
Pin Ideas:

- **How To's** (**EXAMPLE:** Show step by step how to do XYZ with varying images in a vertical 600px wide x 900px high layout)
- **Lists** (**EXAMPLE:** Top 5 XYZ, 10 Best Ways XYZ)
- **Text Overlay** (**EXAMPLE:** Use a "clickbait-esque" title on a high-quality, lifestyle photo)
- If you need some great "clickbait" title inspiration, just go to websites like DailyMail or BuzzFeed. These news sites have teams split testing titles for the most clicks! **EXAMPLE:** *"You'll never believe these 3 little tips help us make $5000/mo with Amazon!"*

Videos on Pinterest

- Pinterest videos autoplay (without audio) when they come into view in a user's feed and GRAB ATTENTION at much higher rates than our client's images do.

- Users can click the video to watch it in a larger view, replay it, or watch it with audio.



Videos on Pinterest

Assume the Pinterest user will **NEVER** click to turn the sound on!

SHOW, don't tell!

- Show your brand's message through motion and text versus relying on audio/dialogue.
- **START STRONG!** Users are scrolling their feed quickly… you have 2-3 seconds to visually grab their attention so they watch the entire video.
- Again, just like still images, include your brand name, website URL, and/or logo throughout the video… even a watermark of your logo in a corner works! This pays dividends with long term brand awareness as people share and reshare this… your logo will always be in the video or image!

Videos on Pinterest

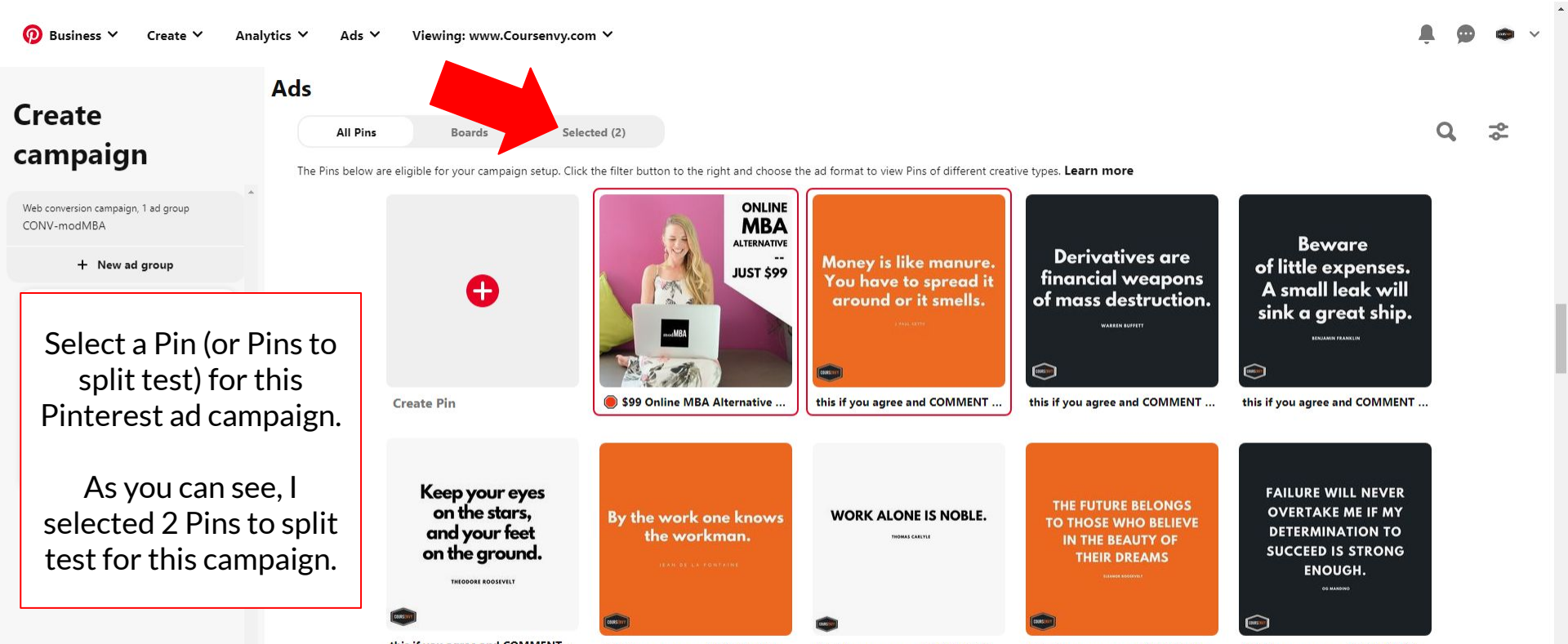
Make sure the videos you plan to use on Pinterest are designed for mobile. They should be:

- Square (1:1)
- Portrait (2:3)
- Widescreen (16:9)

Pinterest Image and Video Specs: https://business.pinterest.com/en/Pinterest-product-specs

- Min: 4 seconds, max: 15 minutes. Recommended: **6-15 seconds**
- Shorter length videos (6-15 seconds) tend to work best when you want Pinterest users to discover your idea quickly – perfect for your **AWARENESS** ads!
- Longer length videos are better for retargeting warm audiences via **TRAFFIC** ads when you want to provide education, a how to, or a tutorial in video format.

Step 6 → Ads


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create campaign
Web conversion campaign, 1 ad group
CONV-modMBA
New ad group
Ads
All Pins
Boards
Selected (2)
The Pins below are eligible for your campaign setup. Click the filter button to the right and choose the ad format to view Pins of different creative types. Learn more
Create Pin
ONLINE MBA ALTERNATIVE -- JUST $99
$99 Online MBA Alternative ...
Money is like manure. You have to spread it around or it smells.
this if you agree and COMMENT ...
Derivatives are financial weapons of mass destruction.
WARREN BUFFETT
this if you agree and COMMENT ...
Beware of little expenses. A small leak will sink a great ship.
BENJAMIN FRANKLIN
this if you agree and COMMENT ...
Keep your eyes on the stars, and your feet on the ground.
THEODORE ROOSEVELT
By the work one knows the workman.
WORK ALONE IS NOBLE.
THOMAS CARLYLE
THE FUTURE BELONGS TO THOSE WHO BELIEVE IN THE BEAUTY OF THEIR DREAMS
FAILURE WILL NEVER OVERTAKE ME IF MY DETERMINATION TO SUCCEED IS STRONG ENOUGH.
OG MANDINO

Select a Pin (or Pins to split test) for this Pinterest ad campaign.

As you can see, I selected 2 Pins to split test for this campaign.

Business Create Analytics Ads Viewing: www.Coursenvy.com

Create campaign

Web conversion campaign, 1 ad group
CONV-modMBA

+ New ad group

Ad group - LA - 2% USA - LearnCE ...

Launch

Ads

All Pins | Boards | Selected (2)

The Pins below are eligible for your campaign setup. Click the filter button to the right and choose the ad format to view Pins of different creative types. **Learn more**

$99 Online MBA Alternative ...

Ad name
Conversions | $99 Online MBA Alternative

Destination URL
https://learn.coursenvy.com/p/modmba

Ad tracking URLs

Remove Pin | Preview Pin

this if you agree and COMMENT ...

Ad name
Conversions | this if you agree and COMMENT

Destination URL
https://instagr.am/p/CC12Dw5jxVu/

Ad tracking URLs

Remove Pin | Preview Pin

Once selected, name your Ads for easy identification in Pinterest reporting.

Next, input the destination URL for Pinterest users to access once they interact with your Pinterest ad.

Business Create Analytics Ads Viewing: www.Coursenvy.com

Create campaign

Web conversion campaign, 1 ad group
CONV-modMBA

+ New ad group

Once you are ready, click the “Launch” button.

Launch

Ads

All Pins | Boards | Selected (1)

The Pins below are eligible for your campaign setup. Click the filter button to the right and choose the ad format to view Pins of different creative types. **Learn more**

Create Pin

$99 Online MBA Alternative ...

this if you agree and COMMENT ...

this if you agree and COMMENT ...

this if you agree and COMMENT ...

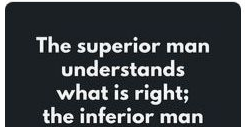
this if you agree and COMMENT ...

this if you agree and COMMENT ...

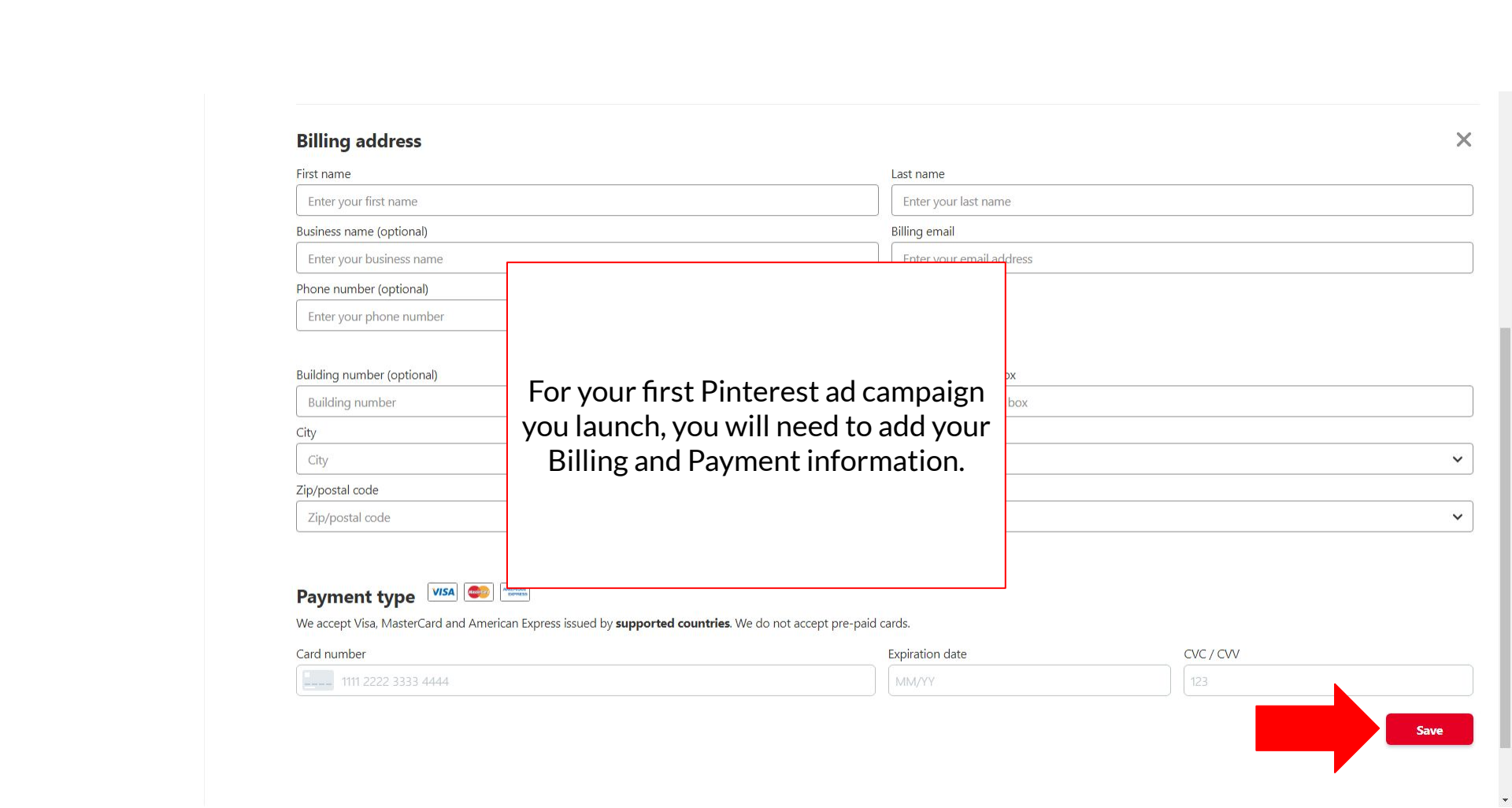
this if you agree and COMMENT ...

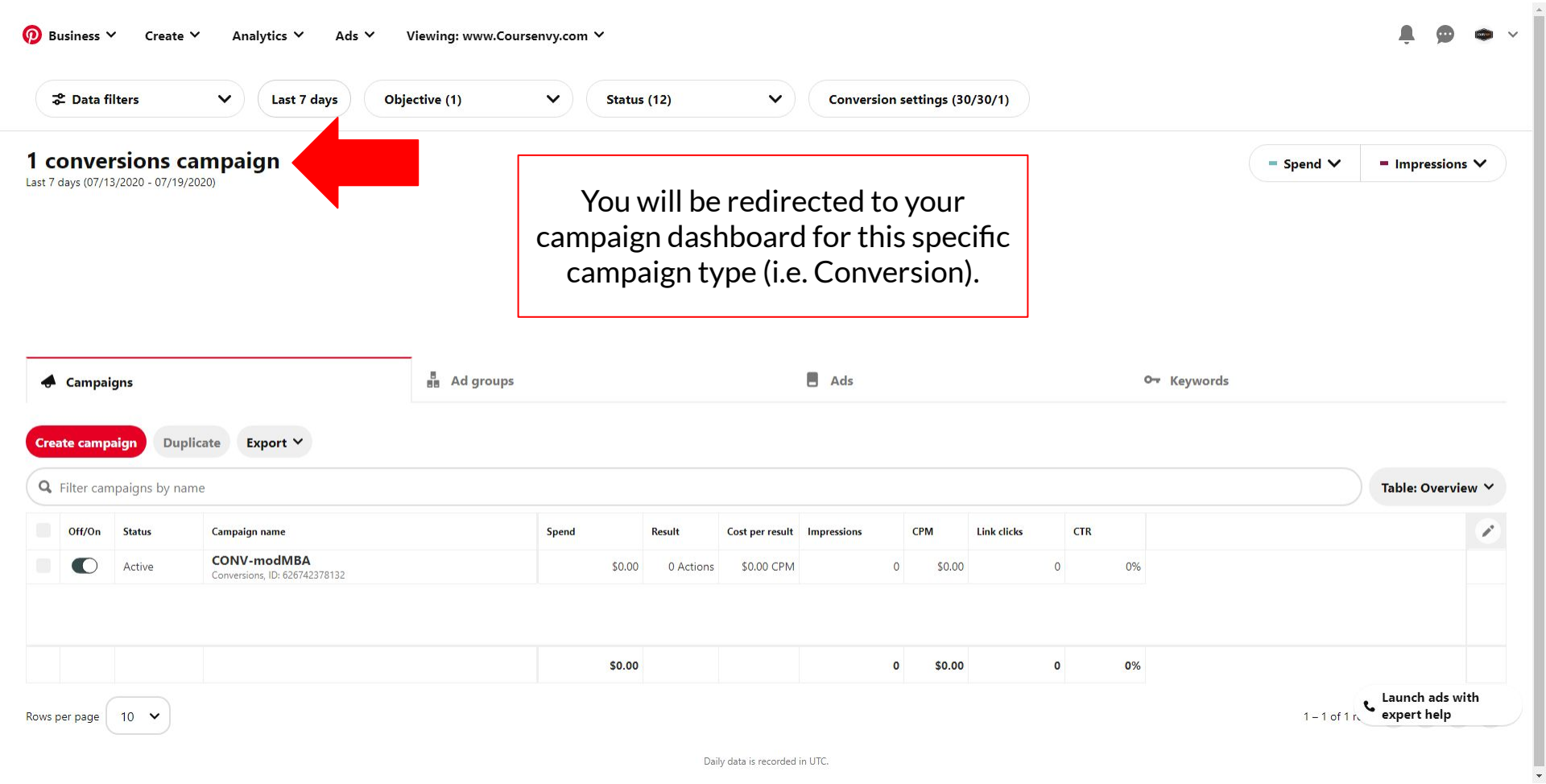
this if you agree and COMMENT ...

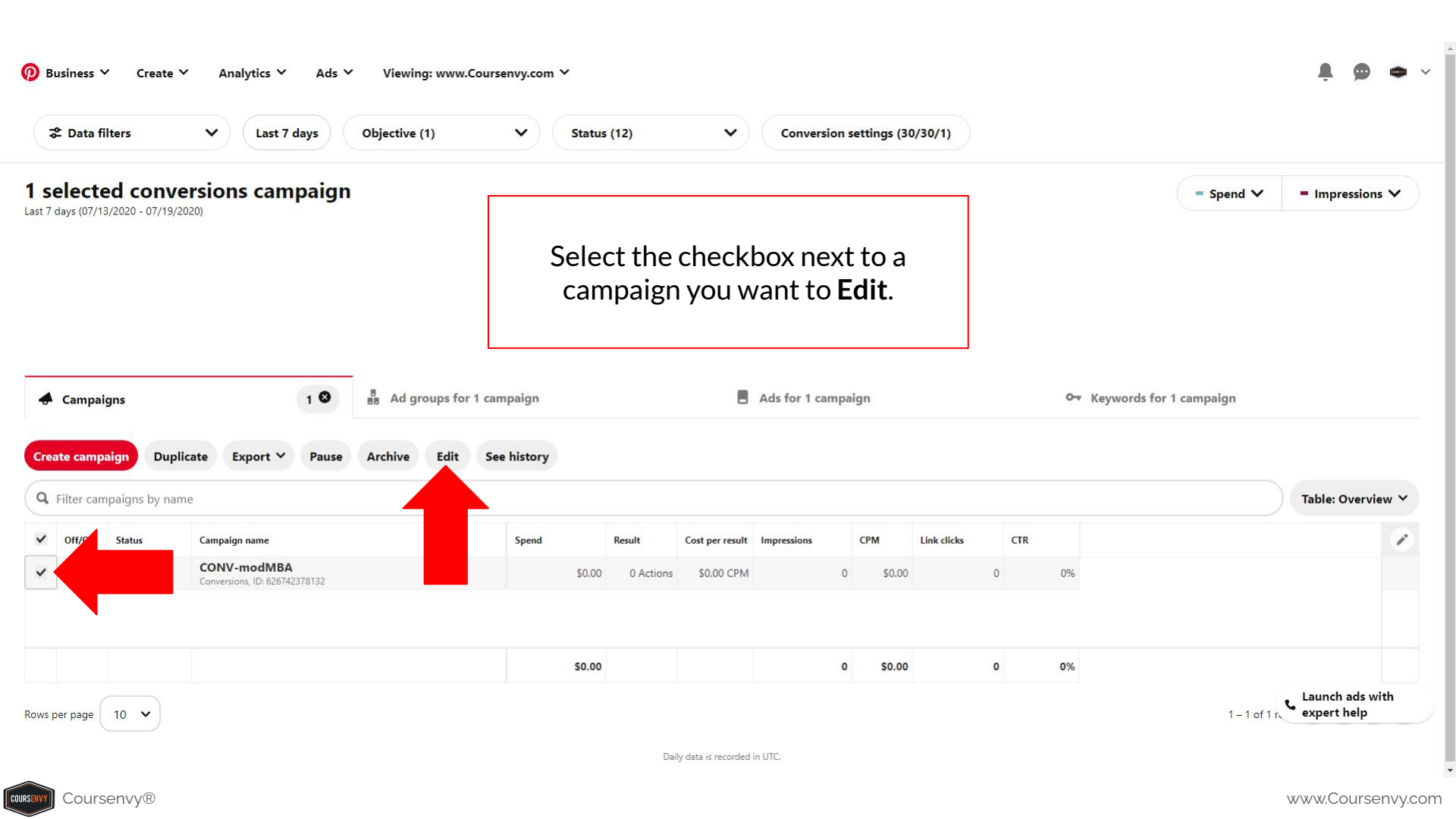
this if you agree and COMMENT ...



Launch ads with expert help


Billing address
First name
Enter your first name
Last name
Enter your last name
Business name (optional)
Enter your business name
Billing email
Enter your email address
Phone number (optional)
Enter your phone number
Building number (optional)
Building number
City
City
Zip/postal code
Zip/postal code
box
For your first Pinterest ad campaign you launch, you will need to add your Billing and Payment information.
Payment type
VISA
We accept Visa, MasterCard and American Express issued by supported countries. We do not accept pre-paid cards.
Card number
1111 2222 3333 4444
Expiration date
MM/YY
CVC / CVV
123
Save


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Data filters
Last 7 days
Objective (1)
Status (12)
Conversion settings (30/30/1)
1 conversions campaign
Last 7 days (07/13/2020 - 07/19/2020)
You will be redirected to your campaign dashboard for this specific campaign type (i.e. Conversion).
Spend
Impressions
Campaigns
Ad groups
Ads
Keywords
Create campaign
Duplicate
Export
Filter campaigns by name
Table: Overview
Off/On
Status
Campaign name
Spend
Result
Cost per result
Impressions
CPM
Link clicks
CTR
Active
CONV-modMBA
Conversions, ID: 626742378132
$0.00
0 Actions
$0.00 CPM
0
$0.00
0
0%
$0.00
0
$0.00
0
0%
Rows per page
10
Launch ads with expert help
Daily data is recorded in UTC.


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Data filters
Last 7 days
Objective (1)
Status (12)
Conversion settings (30/30/1)
1 selected conversions campaign
Last 7 days (07/13/2020 - 07/19/2020)
Spend
Impressions
Select the checkbox next to a campaign you want to Edit.
Campaigns
1
Ad groups for 1 campaign
Ads for 1 campaign
Keywords for 1 campaign
Create campaign
Duplicate
Export
Pause
Archive
Edit
See history
Filter campaigns by name
Table: Overview
Off/
Status
Campaign name
Spend
Result
Cost per result
Impressions
CPM
Link clicks
CTR
CONV-modMBA
Conversions, ID: 626742378132
$0.00
0 Actions
$0.00 CPM
0
$0.00
0
0%
$0.00
0
$0.00
0
0%
Rows per page
10
Launch ads with expert help
Daily data is recorded in UTC.

Business Create Analytics Ads Viewing: www.Coursenvy.com

Data filters | Last 7 days | Objective (1) | Status (12) | Conversion settings (30/30/1)

1 selected conversions campaign

Last 7 days (07/13/2020 - 07/19/2020)

Spend | Impressions

Click this slider button to toggle Campaigns on and off.

Campaigns 1 | Ad groups for 1 campaign | Ads for 1 campaign | Keywords for 1 campaign

Create campaign | Duplicate | Export | Pause | Archive | Edit | See history

Filter campaigns by name

Table: Overview

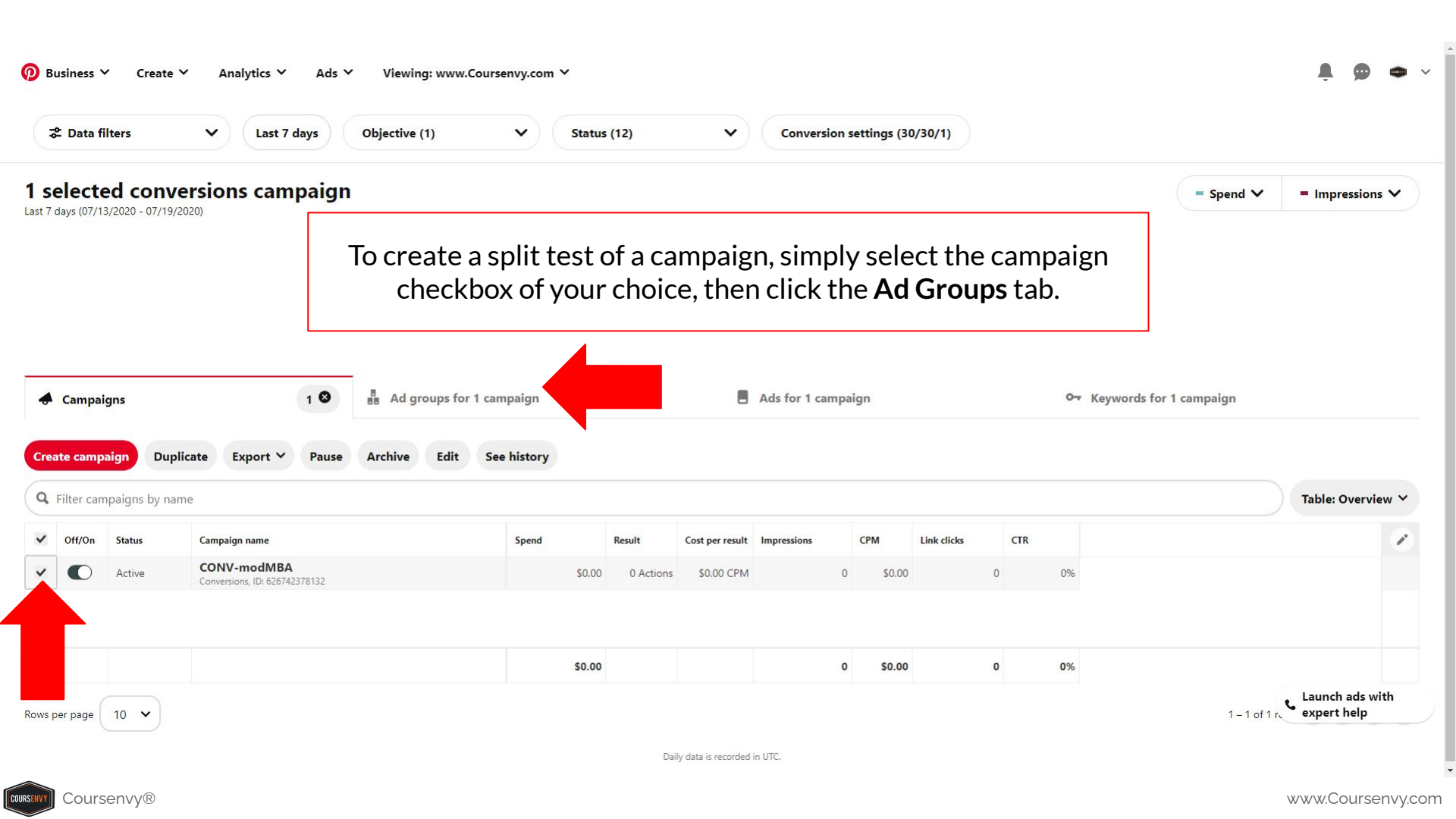
Off/On	Status	Campaign name	Spend	Result	Cost per result	Impressions	CPM	Link clicks	CTR
	Active	CONV-modMBA Conversions, ID: 626742378132	$0.00	0 Actions	$0.00 CPM	0	$0.00	0	0%
			$0.00			0	$0.00	0	0%

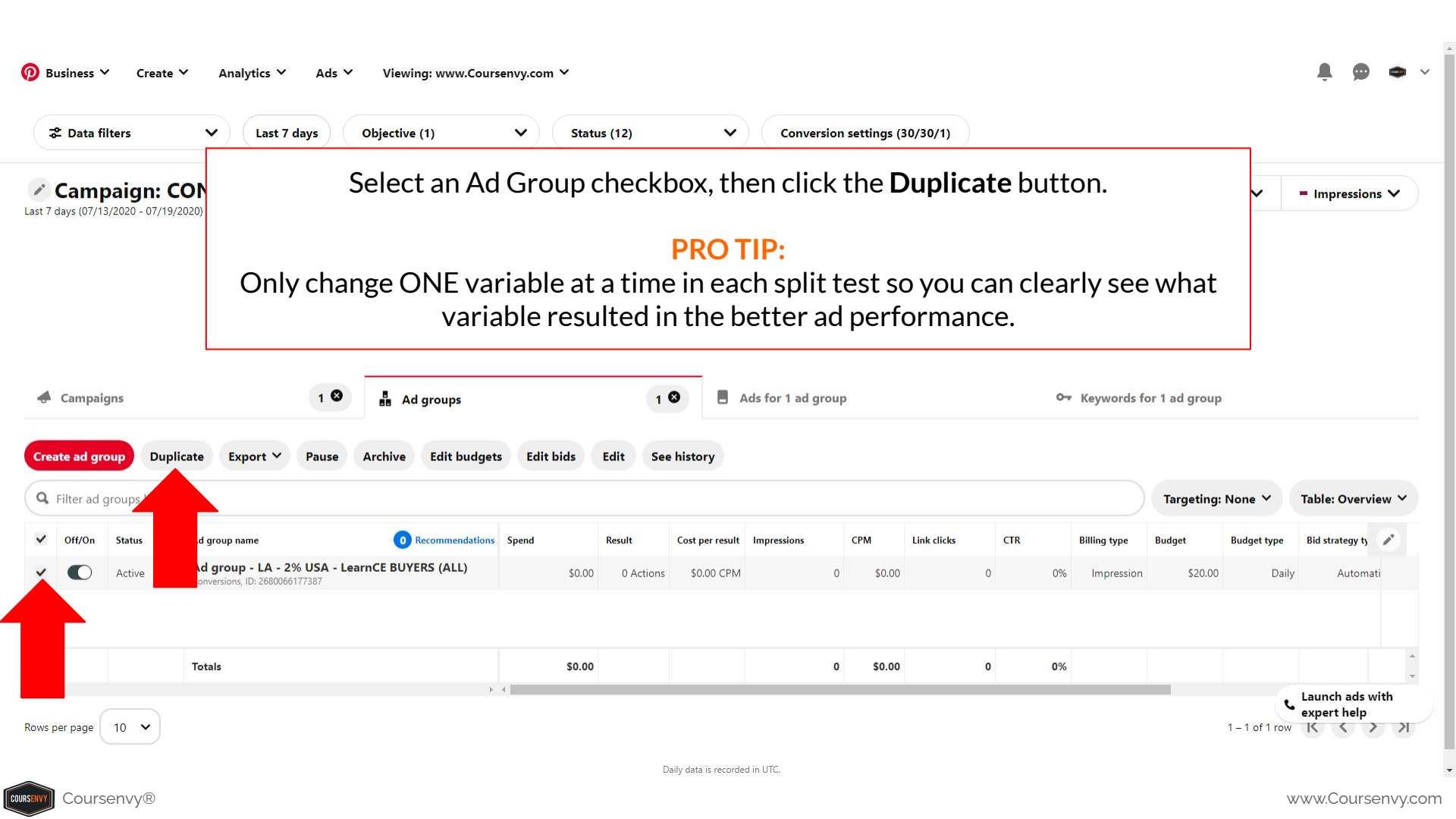
Rows per page 10

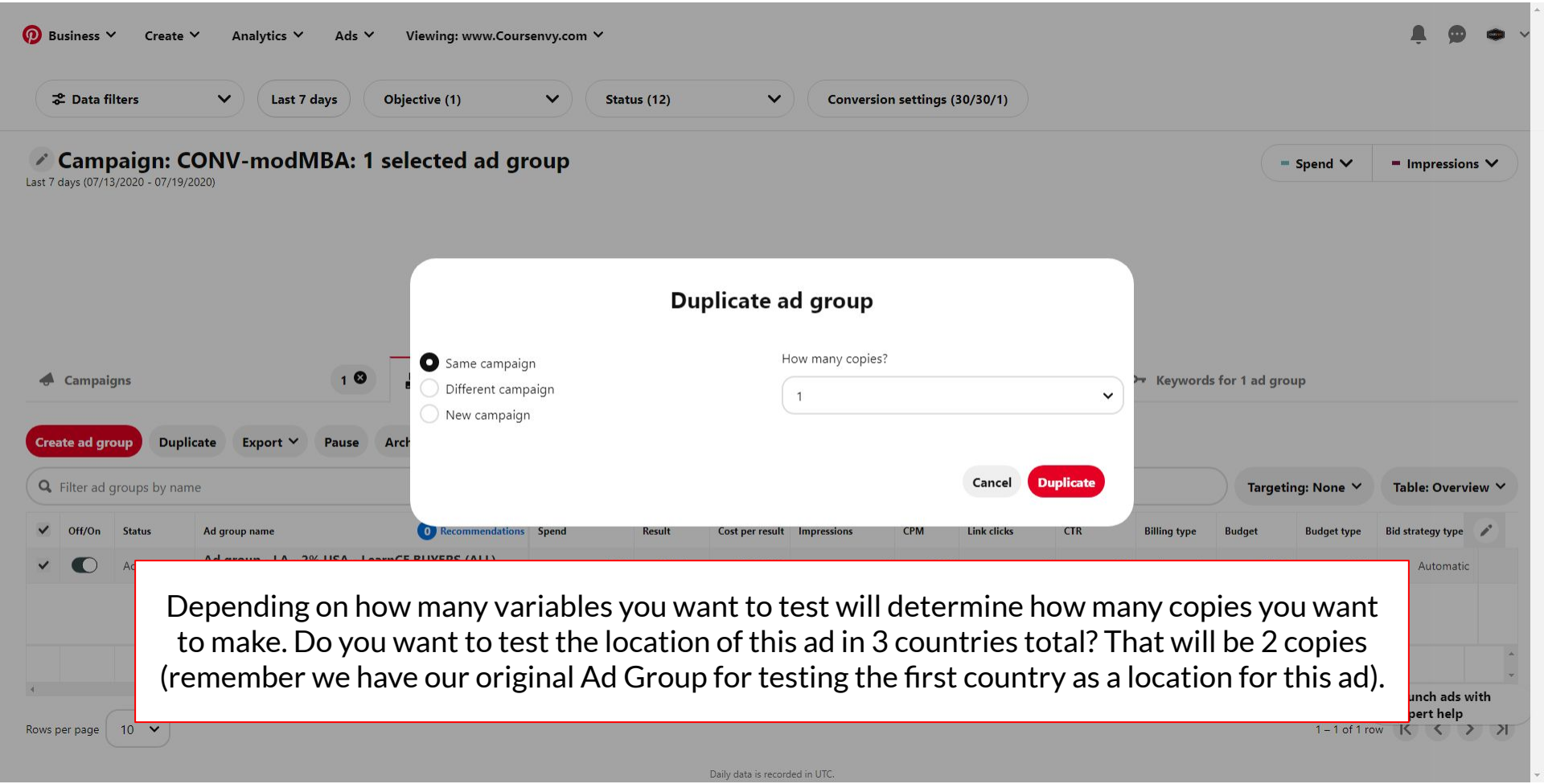
1 – 1 of 1

Launch ads with expert help

Daily data is recorded in UTC.


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Data filters
Last 7 days
Objective (1)
Status (12)
Conversion settings (30/30/1)
1 selected conversions campaign
Last 7 days (07/13/2020 - 07/19/2020)
Spend
Impressions
To create a split test of a campaign, simply select the campaign checkbox of your choice, then click the Ad Groups tab.
Campaigns 1
Ad groups for 1 campaign
Ads for 1 campaign
Keywords for 1 campaign
Create campaign
Duplicate
Export
Pause
Archive
Edit
See history
Filter campaigns by name
Table: Overview
Off/On
Status
Campaign name
Spend
Result
Cost per result
Impressions
CPM
Link clicks
CTR
Active
CONV-modMBA
Conversions, ID: 626742378132
$0.00
0 Actions
$0.00 CPM
0
$0.00
0
0%
$0.00
0
$0.00
0
0%
Rows per page
10
Launch ads with expert help
Daily data is recorded in UTC.


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Data filters
Last 7 days
Objective (1)
Status (12)
Conversion settings (30/30/1)
Campaign: CON
Last 7 days (07/13/2020 - 07/19/2020)
Impressions
Select an Ad Group checkbox, then click the Duplicate button.
PRO TIP:
Only change ONE variable at a time in each split test so you can clearly see what variable resulted in the better ad performance.
Campaigns 1
Ad groups 1
Ads for 1 ad group
Keywords for 1 ad group
Create ad group
Duplicate
Export
Pause
Archive
Edit budgets
Edit bids
Edit
See history
Filter ad groups
Targeting: None
Table: Overview
Off/On
Status
Recommendations
Spend
Result
Cost per result
Impressions
CPM
Link clicks
CTR
Billing type
Budget
Budget type
Bid strategy ty
Active
Ad group - LA - 2% USA - LearnCE BUYERS (ALL)
conversions, ID: 2680066177387
$0.00
0 Actions
$0.00 CPM
0
$0.00
0
0%
Impression
$20.00
Daily
Automati
Totals
$0.00
0
$0.00
0
0%
Launch ads with expert help
Rows per page
10
1 – 1 of 1 row
Daily data is recorded in UTC.



Depending on how many variables you want to test will determine how many copies you want to make. Do you want to test the location of this ad in 3 countries total? That will be 2 copies (remember we have our original Ad Group for testing the first country as a location for this ad).

Business | Create | Analytics | Ads | Viewing: www.Coursenvy.com

Data filters | Last 7 days | Objective (1) | Status (12) | Conversion settings (30/30/1)

Ad Group: Ad group - LA - 2% USA - LearnCE BUYERS (ALL): 1 ad

Last 7 days (07/13/2020 - 07/19/2020)

Spend | Impressions

Toggle between the tabs to view more data for each: **Campaigns, Ad Groups, Ads,** and **Keywords**

Campaigns 1 | Ad groups 1 | Ads for 1 ad group | Keywords for 1 ad group

Create ad | Export

Filter ads by description | Targeting: None | Table: Overview

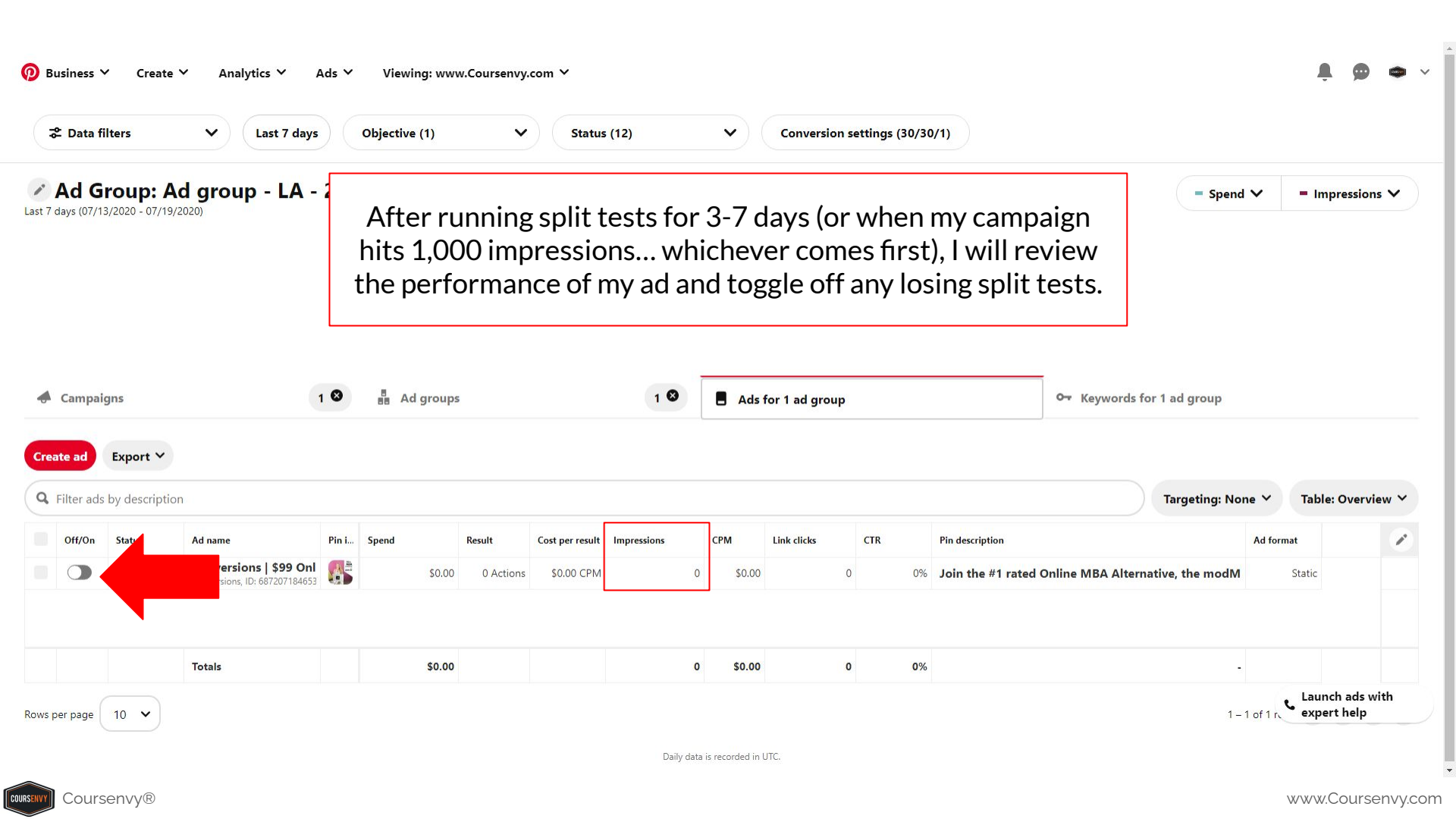
Off/On	Status	Ad name	Pin i...	Spend	Result	Cost per result	Impressions	CPM	Link clicks	CTR	Pin description	Ad format
	Pending	Conversions | $99 Onl Conversions, ID: 687207184653		$0.00	0 Actions	$0.00 CPM	0	$0.00	0	0%	Join the #1 rated Online MBA Alternative, the modM	Static
		Totals		$0.00			0	$0.00	0	0%	-	

Rows per page 10

1 – 1 of 1

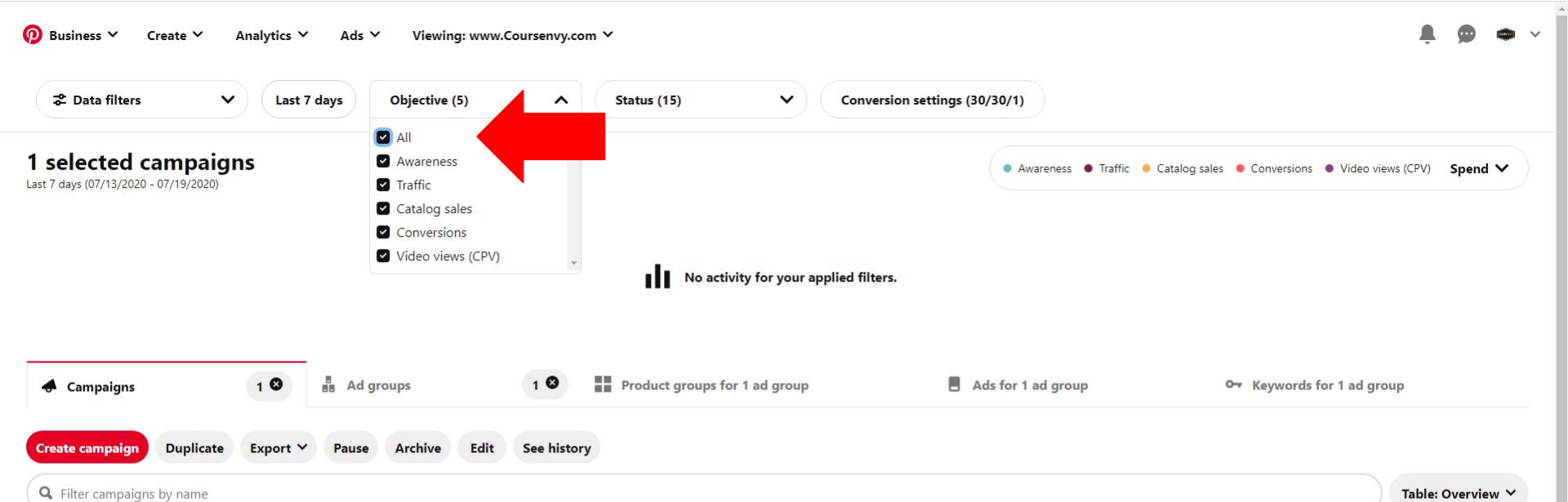
Launch ads with expert help

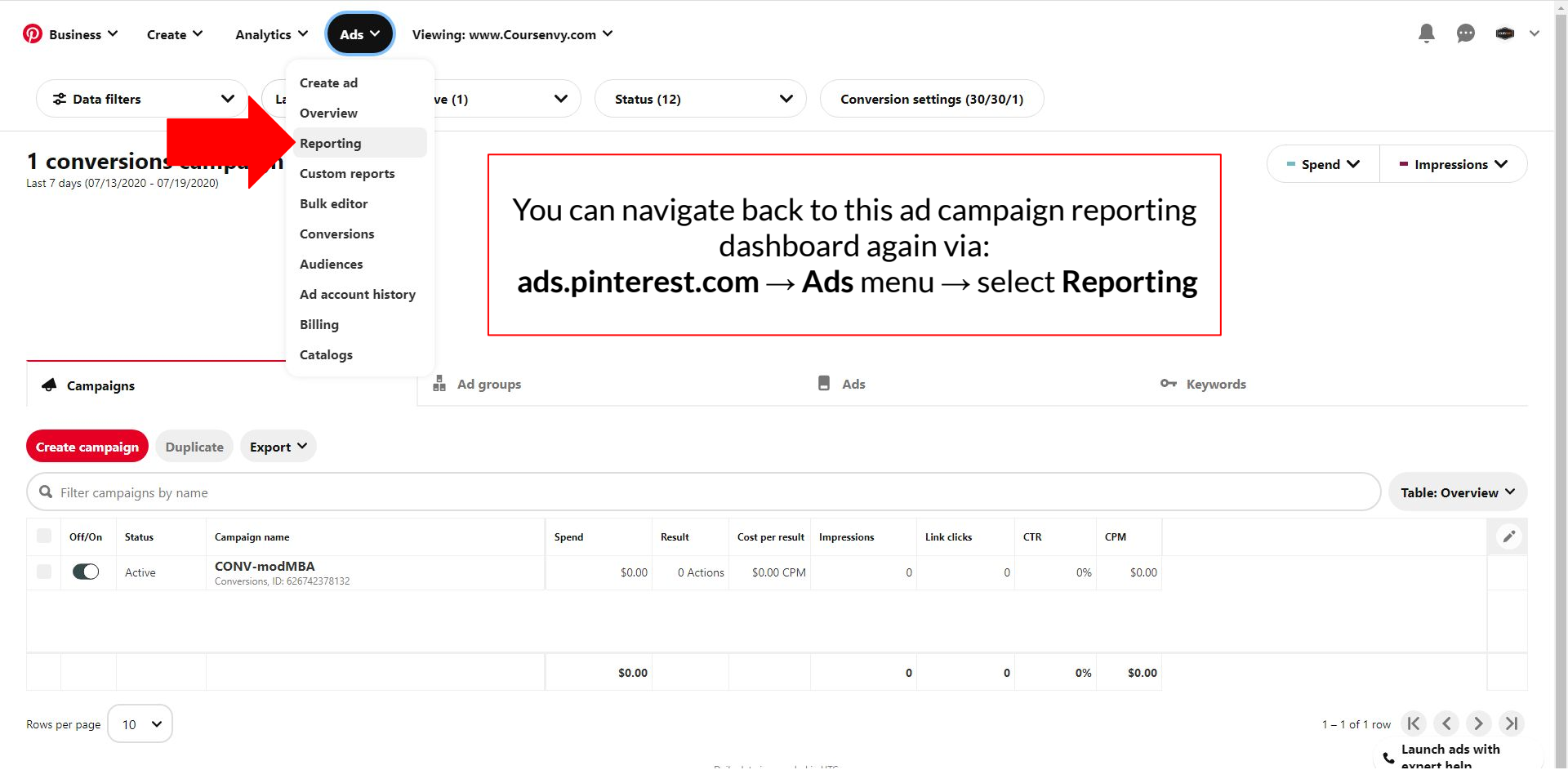
Daily data is recorded in UTC.


Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Data filters
Last 7 days
Objective (1)
Status (12)
Conversion settings (30/30/1)
Ad Group: Ad group - LA - 2
Last 7 days (07/13/2020 - 07/19/2020)
After running split tests for 3-7 days (or when my campaign hits 1,000 impressions... whichever comes first), I will review the performance of my ad and toggle off any losing split tests.
Spend
Impressions
Campaigns
1
Ad groups
1
Ads for 1 ad group
Keywords for 1 ad group
Create ad
Export
Filter ads by description
Targeting: None
Table: Overview
Off/On
Ad name
Pin i...
Spend
Result
Cost per result
Impressions
CPM
Link clicks
CTR
Pin description
Ad format
ersions | $99 Onl
sions, ID: 687207184653
$0.00
0 Actions
$0.00 CPM
0
$0.00
0
0%
Join the #1 rated Online MBA Alternative, the modM
Static
Totals
$0.00
0
$0.00
0
0%
-
Rows per page
10
Launch ads with expert help
Daily data is recorded in UTC.

Pinterest Campaign Dashboard

- You can also view multiple Campaign Objectives at once via this campaign dashboard's "Objective" dropdown menu.




Business
Create
Analytics
Ads
Viewing: www.Coursenvy.com
Create ad
Overview
Reporting
Custom reports
Bulk editor
Conversions
Audiences
Ad account history
Billing
Catalogs
Data filters
Status (12)
Conversion settings (30/30/1)
1 conversions
Last 7 days (07/13/2020 - 07/19/2020)
Spend
Impressions
You can navigate back to this ad campaign reporting dashboard again via:
ads.pinterest.com → Ads menu → select Reporting
Campaigns
Ad groups
Ads
Keywords
Create campaign
Duplicate
Export
Filter campaigns by name
Table: Overview
Off/On
Status
Campaign name
Spend
Result
Cost per result
Impressions
Link clicks
CTR
CPM
Active
CONV-modMBA
Conversions, ID: 626742378132
$0.00
0 Actions
$0.00 CPM
0
0
0%
$0.00
$0.00
0
0
0%
$0.00
Rows per page
10
1 – 1 of 1 row
Launch ads with

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